



Program Guide

April 27-30, 2025



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Step into the Spotlight

Everything You Need to Make the Most of NPF 2025

This Program Guide is your all-access pass to four days of expert-led workshops, high-impact sessions, networking events, and the largest industry expo—all designed to help you fine-tune your skills and drive success in a rapidly evolving landscape.

From April 27-30, 2025, the Gaylord Opryland Resort & Convention Center transforms into the ultimate destination for innovation, education, and industry connections—an event like no other in the mailing and shipping world! Get ready to Lead Forward in Music City, USA, where inspiration, strategy, and opportunity come together in perfect harmony.

First time at NPF? Need a refresher? Kickstart your experience at the Sunday NPF Orientation, where you'll gain valuable tips on making the most of your time at the industry's premier event.

National Postal Forum Program Guide

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The Ultimate NPF Experience— At Your Fingertips!

From scheduling workshops to networking and navigating the Exhibit Hall, the NPF App keeps you in control.



Make the most of NPF 2025 with the official NPF App!

Create your personal workshop and session agenda, explore 170+ exhibitors, floor map, access real-time event updates, and connect with fellow attendees—all from your mobile device.

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- ▶ Find out how you can save time and money on Certified Mail.
- ▶ Discover how Apian Sort helps you future-proof your equipment — no flux capacitor required.
- ▶ Go back in time enjoying our retro inspired game arcade.

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You're invited! _____

NPF PARTNERSHIP RECOGNITION LUNCHEON

TICKETED EVENT

**WEDNESDAY, APRIL 30, 2025
12-1:30 PM | DELTA BALLROOM**

Join us to hear from historian Jim Bruns as he reveals stories and facts that shaped the 250-year history of the Postal Service, and learn more about the upcoming USPS book, *Delivering for America: How the United States Postal Service Built a Nation*.



Coming this fall! Available for purchase at major bookstores and retailers, Post Office™ stores, and The Postal Store® website.

Jim Bruns, author of *Delivering for America: How the United States Postal Service Built a Nation*, served as curator of the Smithsonian's National Philatelic Collection from 1983 until 1997. As the founding director of the National Postal Museum (1987–2002), he managed the largest and most significant philatelic and postal history collections in the world. In 1999, he established the Blount Center for Postal Studies. Throughout his career, he published numerous books on the history of the Postal Service, its vehicles, and Owney the dog.





Board of Directors Welcome

Greetings Forum Attendees,

Welcome to Music City, USA! We are thrilled to host you in Nashville for the 2025 National Postal Forum, where the industry's brightest minds and boldest innovators Lead Forward together.

You've made the right choice in attending the premier event for mailing and shipping professionals—where you'll gain firsthand insights from USPS leadership and industry experts, explore cutting-edge innovations, and build powerful connections that drive success. Just as great music blends rhythm, collaboration, and creativity, so too does the future of our industry. **This year's theme, Leading Forward, reflects our collective commitment to progress, efficiency, and excellence.**

Over the next four days, immerse yourself in thought-provoking workshops, live demonstrations, and meaningful dialogue designed to equip you with the tools to excel in an evolving landscape. With over 120 expert-led sessions, you'll gain knowledge to refine strategies, streamline operations, and stay ahead of change. Be sure to explore the NPF Exhibit Hall, where 170+ exhibitors showcase the latest advancements in mailing and shipping technology.

Don't miss the Opening General Session, where postal leadership will discuss their commitment to stability at the Postal Service, and what lies ahead for USPS. As the industry navigates this pivotal moment, you will learn about key insights into USPS's evolving direction, including network transformation, operational advancements, and the organization's commitment to progress. This session offers a unique opportunity to hear firsthand from USPS leadership, gaining valuable perspectives that will help shape strategies and strengthen partnerships in an ever-changing mailing and shipping landscape.

Beyond the learning, NPF is about connections. From the Welcome Reception on Sunday night to the spectacular Closing Event on Wednesday, you'll have plenty of opportunities to network, collaborate, and celebrate with peers who share your passion for innovation.

We are honored to have you with us. Look for the NPF Board ribbons—we look forward to meeting you!

Sincerely,

NPF Board of Directors

Chris Lien, Chairman | **Anita J. Bizzotto**, Treasurer | **Dennis Farley**, Secretary
Kate Muth, Director | **Pierce Myers**, Director | **Jim Sauber**, Director
Bob Schimek, Director | **Paul Smith**, Director



Program Overview

Sunday, April 27

1:30 PM – 2:30 PM Period 1 Workshops
2:45 PM – 3:45 PM Period 2 Workshops
4:00 PM – 5:00 PM Period 3 Workshops
5:30 PM – 7:00 PM **NPF Welcome Reception | Delta Garden**

Monday, April 28

7:00 AM – 8:00 AM Continental Breakfast | Delta Lobby
8:00 AM – 9:30 AM **Keynote Address | Delta Ballroom**
9:30 AM – 11:00 AM Exclusive Exhibit Hall Time | Ryman Hall C
9:30 AM – 4:00 PM Exhibit Hall Open | Ryman Hall C
9:30 AM – 11:00 AM Period 4 Workshops
12:00 PM – 1:00 PM Lunch – Exhibit Hall
1:00 PM – 2:00 PM Period 5 Workshops
2:15 PM – 3:15 PM Period 6 Workshops
3:15 PM – 3:45 PM Networking in Exhibit Hall
4:00 PM – 5:00 PM Period 7 Workshops
5:30 PM – 7:00 PM **PCC Reception | Tennessee Ballroom**

Tuesday, April 29

7:00 AM – 8:00 AM Continental Breakfast | Delta Lobby Foyer
8:00 AM – 9:00 AM **General Session | Delta Ballroom**
9:30 AM – 11:00 AM Exhibit Hall Time | Ryman Hall C
9:30 AM – 5:30 PM Exhibit Hall Open | Ryman Hall C
11:00 AM – 12:00 PM Period 8 Workshops
12:00 PM – 1:00 PM Lunch – Exhibit Hall
1:30 PM – 2:30 PM Period 9 Workshops
2:45 PM – 3:45 PM Period 10 Workshops
4:00 PM – 5:30 PM **Exhibit Hall Reception**
8:00 PM – 11:00 PM **NPF's Got Talent | Presidential Ballroom BC**

Wednesday, April 30

7:00 AM – 8:00 AM Continental Breakfast | Ryman Lobby
8:00 AM – 9:00 AM Period 11 Workshops
9:15 AM – 10:15 AM Period 12 Workshops
10:30 AM – 11:30 AM Period 13 Workshops
12:00 PM – 1:30 PM **NPF Partnership Recognition Luncheon | Delta Ballroom**
2:00 PM – 3:00 PM Period 14 Workshops
3:15 PM – 4:15 PM Period 15 Workshops
7:00 PM – 10:00 PM **Closing Event | Delta Ballroom**



Key Events and Features to Power your NPF Journey

Over the next four days, immerse yourself in an unparalleled lineup of educational workshops, exclusive sessions, industry exhibits, and direct access to USPS and industry leaders. Whether you're here to sharpen your expertise, discover game-changing innovations, or expand your professional network, NPF is your gateway to insights and opportunities that will propel you forward.

Kickstart Your NPF Journey: Orientation Session

Sunday, 1:30 PM – 2:30 PM | Ryman Ballroom ABDE

New to NPF or returning after a few years? This session is your backstage pass to making the most of NPF 2025! Get an inside look at the workshops, networking events, and must-attend activities happening over the next four days. Connect with fellow professionals, gain tips to navigate the Forum, and discover how to tailor your experience for maximum value. As part of NPF's commitment to fostering connections, first-time attendees will have a blue dot on their name badge—a signal for industry veterans to extend a warm welcome and share their insights. Need assistance? Just look for anyone wearing a STAFF ribbon or an NPF badge—we're here to help you hit all the right notes in Music City!

Direct Effect Innovation Challenge

The Direct Effect® Innovation Challenge (DEIC) as part of the USPS's Direct Effect program provides students with an exciting opportunity to sharpen their skills. Students from across the country compete with their teams in this live, in-person event to solve a real-world client's business problem. Teams are tasked with creating and presenting a marketing campaign for the client centered around direct mail to address the client's needs as a business. DEICs such as this one in Nashville allow students to apply their learning from the classroom while learning about the value of direct mail in the marketing landscape. By enhancing their ability to think on their feet and expanding their skillset, these events help to mold students into the next generation of marketers.

USPS Innovation Lab

Exhibit Hall | Ryman Hall C – Booth 365

Step into the USPS Innovation Lab and immerse yourself in interactive experiences designed to ignite creativity and transform your approach to direct mail marketing. Participate in hands-on activities that inspire and equip you to curate innovative, standout mailpieces. Engage with the latest trends and technologies, gaining

insights to enhance and refine your marketing strategies. Discover new ways to create compelling, high-impact mail that captures attention and drives results.

USPS Leadership Insight Sessions
Presidential Ballroom D

Attendees will have unique opportunities to learn directly from USPS executives on wide ranging topics as part of the USPS Leadership Insight Sessions. These sessions are designed to provide high-level perspectives and strategic guidance on the most pressing issues, innovations and developments shaping the mailing and shipping industry. From enhancing public service responsiveness to rebuilding infrastructure with cutting-edge technology, these sessions offer a comprehensive view of USPS planning, progress, and strategic goals. Look for the USPS Leadership Insight Session designation to identify these must-attend sessions.

USPS Retail Station
Across from Exhibit Hall | Ryman Hall C

Take advantage of the free USPS Priority Mail Flat Rate Box at participating exhibitors in the Exhibit Hall. You'll receive free \$19.15 medium flat rate postage donated by the participating exhibitors below. After you collect your postage and box, drop your package off at the USPS Postal Service Retail Station located in Ryman C Lobby.

The USPS Postal Service Retail Station will be open:
Monday.....9:30 AM – 4:00 PM
Tuesday.....9:30 AM – 5:30 PM
Wednesday.....9:30 AM – 11:30 AM—Accepting packages that already have postage until 1:00 PM.

FREE
NPF MAILING SERVICE
While supplies last!
Get your free postage at these
participating Exhibitors:

FP Mailing Solutions... Booth #321
Quadient Booth #519

USPS Sales Exhibit Booth
Exhibit Hall | Ryman Hall C – Booth 437

The USPS booth places you in the heart of the action at the NPF Exhibit Hall. Explore new videos, engage in a fun interactive game, and learn about Small Parcel Lockers and other retail programs. Interact with Educational Kiosks and witness the return of The Next Generation Delivery Vehicle. Join us for an exciting and informative experience to discover how USPS can help your business grow.

USPS Consultation Center
Exhibit Hall | Ryman Hall C – Booth 154

Gain access to postal subject matter experts who are available to assist you on topics related to mailing, shipping, as well as postal processes and procedures. Consult one-on-one with USPS representatives and discover innovation and technologies that will take your business to the next level. Consultation topics include but are not limited to: Informed Visibility & Product Tracking, Business Mail Entry Unit, USPS SHIP, and Mailing Shipping Solutions Center. Consultations are available by appointment or walk-in.

To make an appointment, you can send an email to Cynthia Doty at Cynthia.E.Doty@usps.gov and indicate the best day/time for you and which topic you are interested in. On-site appointments will be available too.

Consultation Center Hours:
Monday.....9:30 AM – 4:00 PM
Tuesday.....9:30 AM – 5:30 PM



Postmaster General's Mailers Technical Advisory Committee

Exhibit Hall | Ryman Hall C – Booth 940

Visit the MTAC booth for more information on our mission and how to become a member. In joining this members-only group, you will be a part of a network of mailing industry professionals who work collectively with postal leadership to help advance the value of mail. You'll have the opportunity to work hand-in-hand to solve pressing issues in the industry. The work you do at MTAC helps drive technological innovations, and new and improved mail processes.

Postal Customer Council (PCC) Advisory Committee

Exhibit Hall | Ryman Hall C – Booth 936

Visit the PCC booth and get Connected and Grow with the PCC community. The PCC program is a postal sponsored organization and partnership between the USPS and Commercial Mailers that strives to help industry members and their organizations grow and develop professionally through cutting edge technology, the power of networking, enhanced business strategies, and education. At the PCCAC Exhibit booth you can meet with industry experts and learn how PCC membership can be an innovative game changer for your business' success now and in the future!

NPF's Got Talent

Tuesday 8:00 PM–11:00 PM | Presidential Ballroom BC

Get ready for a night of music, energy, and industry camaraderie! Watch as 15 talented bands—made up of your fellow mailing and shipping professionals—rock the stage with everything from Motown and Country to Classic Rock and '80s & '90s anthems. Whether you're there to cheer on colleagues, hit the dance floor, or simply soak in the Music City vibes, this is one event you don't want to miss. Join us in the Presidential Ballroom BC—where the music is electric, the connections are real, and the memories will last long after the final encore!

Sponsored by: GitHub, Microsoft Federal

NPF Partnership Recognition Luncheon

Wednesday, 12:00 PM – 1:30 PM | Delta Ballroom

NPF attendees with Wednesday registration privileges are invited to a special seated luncheon honoring best-in-class USPS partnerships from across all postal areas. This prestigious event recognizes the outstanding collaborations that continue to drive innovation and excellence within the mailing and shipping industry. This year, prepare to embark on a remarkable journey through history with special guest speaker Jim Bruns, renowned postal historian, author, and former director of the Smithsonian

National Postal Museum. In a captivating presentation, through rich storytelling and historical insights, you'll gain a deeper appreciation for the pivotal role USPS has played in shaping our nation—from its founding principles to its enduring mission in today's modern world. Don't miss this unique opportunity to connect with industry leaders, celebrate postal partnerships, and experience history brought to life!

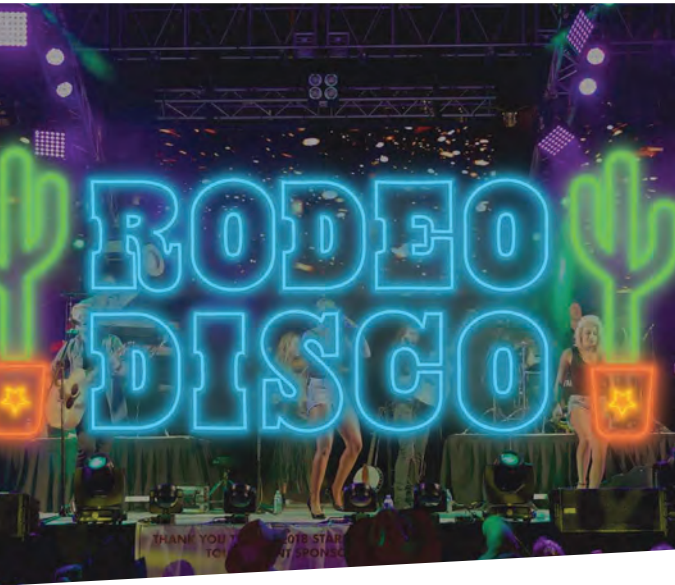
Sponsored by: Pitney Bowes

NPF Closing Event: A Night to Remember!

Wednesday 7:00 PM – 10:00 PM | Delta Ballroom

Close out NPF 2025 with an unforgettable night of high-energy entertainment, great food, and celebration—Nashville style! Get ready for Rodeo Disco, a powerhouse country band that brings the heart of Music City straight to the stage. With deep Nashville roots and a track record of sharing the stage with country music superstars like Tim McGraw, Luke Bryan, and Reba McEntire, they'll have you two-stepping all night long. Featuring fiddles, steel guitar, and interactive line-dancing instruction, this is your chance to let loose, connect with industry peers, and wrap up your NPF experience with a boot-stompin' good time.

Sponsored by: Confluent





Earn Industry-Recognized Certification

Advance your expertise and gain a competitive edge with NPF's exclusive Certification Programs, developed in partnership with USPS. Whether you're looking to **master direct mail marketing strategies or enhance your mail center operations**, these specialized programs provide the tools, insights, and credentials to showcase your industry leadership. Take the next step in Leading Forward—earn your certification at NPF.



Direct Mail Marketing Certification

Elevate your marketing impact by understanding data-driven strategies, omnichannel integration, and the mechanics of high-performing direct mail campaigns. With 32 workshops to choose from, attendees need only complete seven qualifying sessions to earn certification. In the Daily Activities workshop schedule, look for workshops marked with a “✉️” next to the title to identify qualifying sessions. For convenience, a full list of qualifying workshops is provided below.

Sunday, April 27

- Period 1:** Smart Strategies -Intelligent Mail Barcode Options,
- Period 1:** Unlocking Direct Mail Growth: AI and Omni-Channel Strategies to Boost Campaign Success
- Period 2:** Address Quality 101
- Period 2:** Mining Insights Faster to Boost Direct Mail Performance
- Period 2:** Direct Mail Excellence: High-Volume Performance and Integrations
- Period 3:** Do Your Read Me? Mastering the Psychology Behind Super-Successful Direct Mail Campaigns

Monday, April 28

- Period 4:** Panel Discussion with 2024 Promotions Award Recipients
- Period 4:** The Future of Direct Mail 2025: Marketer and Consumer Insights
- Period 5:** Direct Mail Showcase
- Period 5:** AI in the Mailroom? Absolutely!
- Period 5:** The State of Direct Mail: Data-Driven Insights Boost Engagement and ROI

Monday, April 28 continued

Period 6: Attracting a New Generation

Period 6: Transforming Direct Mail Campaigns with Generative AI: Strategies for Success

Period 6: Building Mailing Lists & Campaigns with Superior Outcome

Period 7: Reaching New Heights with Direct Mail Messaging

Period 7: Successfully Managing Your Operations

Tuesday, April 29

Period 8: Delivering Growth in Direct Mail: Turn Challenges into Big Opportunities

Period 8: AI and Emerging Tech in Direct Mail to Lift ROI

Period 8: Mastering the Three P's Paper, Print and Postage

Period 9: Direct Mail Master Class: Taking Your Impact to 11

Period 9: USPS Promotions: What Savings Opportunities Are you Missing

Period 9: Mentoring for Staff Development and Professional Growth

Period 10: Innovations and Ideas that Elevate Your Envelope

Period 10: The Tactile Advantage - Revolutionizing Marketing and Customer Engagement Through Direct Mail

Wednesday, April 30

Period 11: Leadership in Motion: Driving Change Through Influence

Period 13: How to Create a Feedback Culture

Period 13: Tying All of Your Marketing Channels Together with Informed Visibility

Period 14: Best Practices of Leaders and How to Apply Them to Your Job

Period 14: How to Create Efficiencies in Preparation and Process to Make ROI Better

Period 14: Innovate and Elevate: Continuous Contact Strategies for Direct Mail Success


Period 15: Could Your Personality Damage Your Career

Period 15: Value through Visibility—Creating Business Efficiencies and Customer Engagement



Upon completion of 7 workshops, attendees will receive an official digital badge from Credly to display on LinkedIn and other professional platforms. (Please allow up to 4-weeks after the completion of the Forum for official notification from NPF.)

Mail Center Manager Certification

Optimize operations, embrace automation, and lead with confidence. This certification program offers 12 expertly curated workshops, and attendees need only complete five qualifying sessions to earn certification. In the Daily Activities workshop schedule, look for the workshops marked with a “” next to the title to identify qualifying sessions. For convenience, a full list of qualifying workshops is provided below.

Sunday, April 27

Period 3: Managing Postal Oversight: Strategies for Transactional Mail Success

Monday, April 28

Period 4: Bootcamp for Mail Center Managers Part 1

Period 5: AI in the Mailroom? Absolutely!

Period 5: Mastering Mail: Achieving Excellence in Productivity, Compliance and Delivery

Period 6: Return Mail – Demystified

Period 7: Successfully Managing Your Operations

Tuesday, April 29

Period 8: Mastering the Three P’s Paper, Print and Postage

Period 8: Modernizing Mail Production Operations for the Future

Period 8: Bootcamp for Mail Center Managers Part 2

Period 10: The Modern Campus Mail Center is Smart, Organized & Profitable

Wednesday, April 30

Period 11: Unlock Innovation and Creative Solutions to Enhance Mail & Distribution, Shipping & Printing Services

Period 12: Seamless Acceptance – An Excellence Drive



Upon completion, attendees will receive an official digital badge from Credly to display on LinkedIn and other professional platforms. Mail Center Manager recipients will also receive a personalized certificate—a mark of distinction to showcase their achievement. (Please allow up to 4-weeks after the completion of the Forum for official notification from NPF.)





Empowering Industry Professionals Through Unparalleled Education

At NPF, education is more than just learning—it's about equipping professionals with real-world solutions that drive business success. Through a carefully curated curriculum of 120+ expert-led workshops and sessions, NPF delivers exclusive insights and best practices straight from top USPS leadership and industry experts.

Through five specialized educational tracks, attendees gain access to workshops covering the latest innovations in mailing and shipping. Whether refining operations, leveraging data-driven strategies, optimizing shipping solutions, driving mail growth, or developing leadership skills, NPF provides the tools and knowledge to Lead Forward in an ever-evolving industry.



Data, Technology, and Visibility for Tomorrow's Competitive Advantage



Driving Mail Growth with Cutting-edge Innovations



Operational Excellence from Mail Setup to Delivery



Professional Growth through Strategic Leadership



Shipping Solutions for a Greater Advantage

Prepare to be inspired, informed, and empowered—because at NPF, education isn't just about keeping up; it's about gaining the expertise to excel.

Sunday, April 27 | Periods 1-3

Educational Workshops Period 1

Delivering for America: Insights, Challenges, and Innovations – Applying Intellectual Strengths to Improve our Organization

USPS Leadership Insight Session

RM: Presidential Ballroom D | 1:30 PM - 2:30 PM

The Delivering for America (DFA) Plan is reshaping the future of USPS, driving operational precision and efficiency, service reliability, and long-term sustainability and profitability. This panel discussion brings together USPS executives to share firsthand experiences, challenges, and success stories in implementing DFA. Through discussions on problem-solving, communication, collaboration, integration, and personal growth, panelists will provide valuable insights into how they are navigating change, fostering innovation, and ensuring the plan's success. Attendees will gain valuable strategies for their own leadership development and professional growth in a rapidly evolving industry.

Judy de Torok, (Moderator) VP, Corporate Affairs, USPS

Sharon Owens, VP, Pricing and Costing, USPS

Raj Sanghera, VP, Central Area Retail and Delivery Operations, USPS

Chenise LeDoux, VP, Southern Area Retail and Delivery Operations, USPS

Christine Brisk, Sr Division Director, New England Division, NH, USPS

Jaqueline Thomas, Executive Plant Manager, Dominick V. Daniels P&DC, NJ, USPS

Lindsey Taylor, Director, Industry Engagement & Outreach, USPS

Sponsored by: Blue Cross Blue Shield Association

Getting the Most Out of your Address Matching Software

RM: Ryman PQR | 1:30 PM - 2:30 PM

This workshop will cover insights to get the most out of your address validation software. We will cover all the best practices to get the most accurate addressing for a successful shipping and mailing. Ever wonder how to get a precise ZIP+4 for military APO/ FPO/DPO addresses? How can you show your customer secondary

options when your primary address is an apartment complex or high rise? Are you challenged coding those tricky Puerto Rican addresses? How do the USPS Kiosks find delivery addresses using only a destination ZIP5 and a primary number? Wouldn't it be nice to display a list of USPS-recognized street names for a given ZIP5? How can you use Google's address auto-complete service in combination with your address matching software to create a one-two address-matching punch?

Harry Whitehouse, Chief Innovation Officer, International Bridge

How to Maintain Relevance and Connections while Reducing Cycle Times and Costs

RM: Ryman L | 1:30 PM - 2:30 PM

As direct mail competes in an increasingly digital landscape, marketers must balance personalization, cost efficiency, and sustainability to maximize impact. This workshop explores strategies for seamlessly integrating digital and physical channels, leveraging AI-driven insights, and optimizing postal solutions to reduce costs and accelerate campaign execution. Discover how data activation, targeted messaging, and pre-market testing can enhance engagement, improve ROI, and ensure direct mail remains a powerful tool for customer connections.

Scott Harvey, VP, Direct Marketing, Quad

Kickstart Your NPF Journey: Orientation Session

RM: Ryman Ballroom ABDE | 1:30 PM - 2:30 PM

New to NPF or returning after a few years? This session is your backstage pass to making the most of NPF 2025! Get an inside look at the workshops, networking events, and must-attend activities happening over the next four days. Connect with fellow professionals, gain tips to navigate the Forum, and discover how to tailor your experience for maximum value.

Sean Joyce, President, Omega Consultants

Protecting Mail & Carriers: USPS Security Innovations

RM: Ryman MNO | 1:30 PM - 2:30 PM

Packages are the backbone of the modern ecommerce environment and physical mail is still the most trusted channel for carrying important messages. Whether a package containing a greatly anticipated purchase or a message conveying important financial information, all the items delivered by the Postal Service have tremendous value to both senders and recipients. Increasing crime means that it is more important than ever to protect the safety of mail carriers and defend the mail from theft – and retain the intrinsic value of mail. During this workshop, the Postal Service will discuss several of the initiatives being implemented

to protect carriers and the mail from theft. The Postal Service has been deploying new technologies to enhance the security of mail carriers and the mail. Topics will include the current trends in theft and how the Postal Service is addressing each to ensure the safety and security. This presentation will provide updates on the innovative technologies that have been deployed and continuing plans for the future. The discussion will cover topics at a level of depth sufficient to provide an understanding of the initiatives and technologies being implemented, but will not provide detail sufficient to compromise the security of the solutions.

Buck Buckley, Special Assistant Strategic Initiatives, USPS

Robert Dixon, Jr, Director, Delivery and Retail Technology, USPS

Sponsored by: GDIT

Revolutionizing Direct Mail with Augmented Reality: Creating unforgettable brand experiences

RM: Ryman ABC | 1:30 PM - 2:30 PM

This workshop explores how Augmented Reality (AR) is transforming direct mail into an unforgettable, data-enriched marketing tool that engages customers, like never before. Participants will explore how augmented reality (AR) boosts consumer engagement and seamlessly integrates simultaneously, across multiple digital platforms. They will learn how data-driven AR can be utilized to personalize and enhance each consumer interaction. Additionally, the workshop will introduce AR-enabled direct mail, enhanced by artificial intelligence (AI), which effectively guides customers through real-time personalized omnichannel brand journeys that drive significant returns on investment (ROI) and long-term consumer loyalty.

Steven Belshaw, CEO/Co-Founder, UnifiedAR

Smart Strategies - Intelligent Mail Barcode Options

RM: Ryman DE | 1:30 PM - 2:30 PM

Full Service Intelligent Mail letters and flats mailers - do you know what's IN your barcode? Do you know all the options available, simply by choosing the correct Service Type ID? Those three digits in your barcode can enable tracking data, Undeliverable As Addressed handling options, even forwarding and return to sender address data. Workshop qualifies to earn a Direct Mail Marketing Certificate.

Lisa Bowes, Director of Postal Relations and Product Insight, SnailWorks, LLC

Mike Filipski, Commercial Acceptance Analyst, USPS

The Modern Art of Marriage Mail

RM: Ryman Ballroom CF | 1:30 PM - 2:30 PM

From Main Street to Wall Street, businesses of all sizes across

industries can reach ideal and engaged households with targeted marriage mail. Join this panel discussion to hear why, with topics including advancements in data capabilities, applying creative best practices to boost response, customizing monthly frequency for the best results and how to secure the most effective rates.

Dan D'Ademo, Head of Print Marketing, Wayfair

Chris Karpenko, Sr. Dir. Product Management, USPS

Jessica Leone, Director, Content Marketing, Valpak

Benjy Uhl, EVP, Audience & Product Development, Valpak

Sponsored by: Valpak Clipp

Unlocking Direct Mail Growth: AI and Omni-Channel Strategies to Boost Campaign Success

RM: Ryman FG | 1:30 PM - 2:30 PM

In this workshop we'll explore how cutting-edge AI and omni-channel strategies are transforming the direct mail landscape. We'll share proven strategies and insights on how direct marketers, brands, and mail service providers can optimize their direct mail campaigns using AI-driven audience targeting and omni-channel marketing. Learn how integrating online and offline channels cohesively cannot only boost engagement and conversions but also reduce marketing waste and improve overall ROI. Walk away with actionable techniques that you can implement to sharpen your competitive edge in a rapidly evolving market. Workshop qualifies to earn a Direct Mail Marketing Certificate.

Tabrez Rajani, Founder and CEO, Boostt AI.

Educational Workshops Period 2

Address Quality 101

RM: Ryman Ballroom CF | 2:45 PM - 3:45 PM

Whether you are new to address management, seeking a refresher or interested in catching up on recent changes, our workshop covers essential address standards and requirements for both USPS and businesses. Participants will learn about the latest tools, data, and processes that are available to lower costs, reduce risks, ensure compliance and increase the ROI of their address-related processes. Our innovative workshop is specifically designed to empower new mailers to make informed mailing decisions, minimize undeliverable mail, and achieve the ultimate Address Quality. Join us and get ready to enhance the value of your mailing processes. Workshop qualifies to earn a Direct Mail Marketing Certificate.

Adam Collinson, Director of Address Intelligence, GrayHair Software, LLC

Earl Johnson, Dir. Addressing & Retail Tech, USPS

Direct Mail Excellence: High-Volume Performance and Integrations

RM: Ryman PQR | 2:45 PM - 3:45 PM

Are you able to keep up with the demand for greater creative content and relevance in Data-Driven Direct Mail campaigns? Do you want to explore modern Direct Mail approaches that move beyond outdated and limiting transactional methods? With today's trends and advanced print hardware offering unmatched precision, speed and superior color quality, combined with the unlimited creative potential of design and digital tools, it's time to exceed these heightened expectations! Join us to uncover the latest trends and insights in high-performance Direct Mail. Learn how to transform your campaigns into powerful tools for engagement and conversion – even at large volumes – without compromising on personalization or relevance. We'll explore the latest techniques and integrations to supercharge your Direct Mail campaigns to craft on-brand, highly relevant, and timely Direct Mail pieces enhanced with interactive omnichannel elements -- such as, Augmented Reality (AR) or QR codes for digital interactions and efficient tracking and insights. We'll also explore leveraging Artificial Intelligence (AI) integration to enhance personalization, optimize delivery times, and predict customer behavior. Workshop qualifies to earn a Direct Mail Marketing Certificate.

Scott Houck, Strategic Sales & Partnerships, XMPie
Ayelet Szabo-Melamed, VP, Marketing, XMPie

Enhancing the Customer Experience (CX) with Artificial Intelligence (AI)

RM: Ryman FG | 2:45 PM - 3:45 PM

Customer experience is well-established as a final battleground driving customer retention and loyalty, particularly in highly competitive markets where products and services are increasingly commoditized. AI is playing an increasingly critical role in shaping and improving CX across industries. AI allows companies to create more personalized, responsive and seamless interactions. Organizations that harness the power of AI to enhance CX are more likely to foster long-term customer loyalty. This workshop will explore the transformative potential of artificial intelligence (AI) in enhancing the customer experience (CX). We will explore AI use cases ranging from personalization at scale and sentiment analysis, to predictive analytics and automation. Join this workshop to learn how firms across the marketplace are leveraging AI to enhance CX. Gain insights into the practical steps involved in implementing AI-powered solutions to optimize customer journeys, reduce operational costs, and drive overall business growth.

Dan Barrett, Director, Guidehouse

From Concerns to Solutions: Enhancing Public Service Responsiveness

USPS Leadership Insight Session

RM: Presidential Ballroom D | 2:45 PM - 3:45 PM

This session will focus on the journey from identifying customer concerns to implementing effective solutions, with an emphasis on communication, collaboration, and serving non-commercial segments. Attendees will gain insights into how these efforts improve overall accountability and the overall experience for customers.

Jeffery Adams, VP, Corporate Communications, USPS

Judy de Torok, VP, Corporate Affairs, USPS

Marc McCrery, VP, Customer Experience, USPS

Peter Pastre, VP, Government Relations & Public Policy, USPS

Brian Bone, Postal Inspector – Program Manager, USPS

Sponsored by: Verizon

Innovation Workshop

RM: Ryman Ballroom ABDE | 2:45 PM - 3:45 PM

Back by popular demand, this highly attended workshop is being offered twice—so you won't miss the opportunity to participate! If you're unable to attend this session, an encore presentation will be available in Period Three, immediately following this session. Join our dynamic workshop that reimagines the future of direct mail marketing! Experience live demonstrations showcasing emerging trends and innovative techniques in action. Engage in real-time insight sharing, where participants can react, discuss, and exchange ideas through live polling and interactive discussions. This collaborative environment provides a unique opportunity to learn from industry peers, uncover new strategies, and explore how these cutting-edge trends can transform your campaigns, enhance customer engagement, and drive significant results. Immerse yourself in an interactive experience where creativity meets technology, and leave equipped with fresh ideas to excel in the evolving landscape of direct mail marketing.

Mining Insights Faster to Boost Direct Mail Performance

RM: Ryman ABC | 2:45 PM - 3:45 PM

Marketers are looking for new tactics and insights to boost the ROI on their spend in the Direct Mail channel. Leveraging data and Digital Direct mail technologies is enabling some marketers to: reduce their cycle time to market, accelerate the attribution of what's working at audience segment levels, optimize postage, production and delivery costs on their creative packages, and complete more testing at scale than was previously possible. With barriers removed, smarter strategies are required to optimize

performance with the channel. Direct Mail's numerous bridges to other media channels provide visibility to the customer journey where learnings can improve the customer experience. The marketer can personalize scientifically for the best possible performance. We will share insights from client case studies that led to significant performance improvements in new customer acquisition. Workshop qualifies to earn a Direct Mail Marketing Certificate.

Brian Cook, Vice President, Marketing Strategy, IWCO

Bob Rosser, Director, Postal Affairs, Products and Services, IWCO

MTAC - What's Changed, What's New and How to Get Involved

RM: Ryman L | 2:45 PM - 3:45 PM

It's an exciting time for MTAC - changes were made to the meeting format and focus areas starting in January 2025. Come and hear about the structure and format changes and find out how you can take part in the technical conversations happening at the meetings! MTAC also has work groups and user groups for the various USPS systems and products - learn about those and which one is for you. Want to become an active participant at the quarterly meetings at USPS Headquarters? Then this workshop is for you!

Deb Damore, Head of Postal Affairs, Grayhair Software, LLC

Lisa Wurman, Postal Affairs Manager, Quad

USPS Integration

RM: Ryman DE | 2:45 PM - 3:45 PM

This workshop is designed to help professionals in e-commerce, logistics, and related industries learn about USPS' modern, easy-to-use USPS technologies to streamline and optimize their shipping processes up and down the supply chain. We'll cover available USPS integration solutions to fit a variety of business models.

Angela Dyer, Sr Director Commerce Applications, USPS

USPS Shipping 101

RM: Ryman MNO | 2:45 PM - 3:45 PM

Learn more about USPS suite of shipping products, features, and solutions available to best meet your customer needs, increase revenue and reduce costs.

Treishawna Harris, Manager Shipping & Commerce Technology Applications, USPS

Matthew Mazick, Product Management Specialist, USPS

Educational Workshops Period 3

Automations in Action: Underutilized Automations in Preproduction Workflows

RM: Ryman FG | 4:00 PM - 5:00 PM

In today's busy production environments, unlocking efficiencies in pre-production workflows can offer mailers and service providers a significant competitive edge. In this workshop, we'll explore often-overlooked automation strategies that enhance accuracy, speed, and consistency in pre-production tasks. Attendees will gain insights into real-world examples and innovative automation tools that streamline workflows from data preparation through final print readiness.

Sean Hoffman, Manager of Professional Services, BCC Software

Do You Read Me? Mastering the Psychology Behind Super-Successful Direct Mail Campaigns

RM: Ryman L | 4:00 PM - 5:00 PM

In an era of relentless digital noise, direct mail remains a powerful tool for capturing attention. Learn how to craft campaigns that tap into human behavior, emotions, and decision-making processes to create lasting connections. Discover techniques to enhance visual design and language that stand out and engage. By applying key psychological principles, you'll understand how to make your direct mail not just seen but truly memorable, driving higher engagement and response rates. Transform your campaigns from "just mail" into unforgettable experiences! Workshop qualifies to earn a Direct Mail Marketing Certificate.

Lloyd Bashkin, CEO, Lloyd Scott & Company

Lisa Formica, Partner, MI Complete Mailing Solutions

Innovation Workshop

RM: Ryman Ballroom ABDE | 4:00 PM - 5:00 PM

Due to overwhelming interest, this highly attended session is being offered again! If you missed the first, or want to experience it again, now's your chance. Join our dynamic workshop that reimagines the future of direct mail marketing! Experience live demonstrations showcasing emerging trends and innovative techniques in action. Engage in real-time insight sharing, where participants can react, discuss, and exchange ideas through live polling and interactive discussions. This collaborative environment provides a unique opportunity to learn from industry peers, uncover new strategies, and explore how these cutting-edge trends can transform your campaigns, enhance customer engagement, and drive significant results. Immerse yourself in an interactive experience where creativity meets technology, and leave equipped with fresh ideas to excel in the evolving landscape of direct mail marketing.

Managing Postal Oversight: Strategies for Transactional Mail

RM: Ryman ABC | 4:00 PM - 5:00 PM

In-house transactional mail operations come with unique challenges and opportunities. This workshop dives into the dual roles of mail owner and MSP, emphasizing the importance of precision, compliance, and strategic postal governance. Learn best practices, explore key metrics, and uncover processes to create a robust postal lifecycle that ensures cost-effective operations. Gain insights from industry leaders managing large-scale print and postal strategies and discover actionable takeaways to optimize your organization's approach. When it comes to transactional mail, success lies in the details! Workshop qualifies to earn a Mail Center Manager Certificate.

Christine Erna, President, Forge

Scott Holton, Postal Affairs and Strategy Lead,
Progressive Insurance

Mark Rheume, Advisory Engineer, Ricoh USA, Inc.

PCC General Workshop & Leadership Awards

RM: Ryman Ballroom CF | 4:00 PM - 5:00 PM

In this workshop you'll discover the value of PCC participation, from unique networking opportunities to professional development and career growth. We'll also feature an update on the customer relations transition, offering valuable insights and strategies to strengthen PCCs boards and foster impactful connections. The workshop concludes with the prestigious PCC Leadership Awards, honoring individuals and councils who have demonstrated exceptional leadership and innovation.

Neal Fedderman, Sr Manager, Parcel and Mail Operations, Carmax

Kathy Hall, President, ATIME4Marketing

Dina Kessler, President, Kessler Creative

Marc McCrery, VP, Customer Experience, USPS

Lindsey Taylor, Director, Industry Engagement & Outreach, USPS

The Positive Power of Stress Re-visited: Unlocking Mindfulness

RM: Ryman PQR | 4:00 PM - 5:00 PM

Seize control of your own destiny and create a life where you overcome limiting beliefs, harness the power of goal setting, and develop an unshakeable confidence to navigate life's challenges. Identify how your personality responds to stress. Create critical thinking skills. Set goals for growth. Control chronic stressors. Foster self-discipline. Take control of your life. Success is your commitment to yourself.

Sean Joyce, President, Omega Consultants

Upskilling in the Automation Age: A Competitive Edge for the Postal Industry

RM: Ryman DE | 4:00 PM - 5:00 PM

The recent International Longshoremen's Association strike has placed automation and its impact on labor in the spotlight. However, contrary to conventional understandings of this topic, supply chain automation is not at odds with sustained job growth. In fact, intelligent automation creates new, more lucrative opportunities for current supply chain workers, including postal service employees. In this panel-style workshop, we'll explore how AI-based automation and robotics solutions offer employees new opportunities to evolve within their roles. Additionally, we'll explore the efficacy of early automation deployments within the postal industry through anonymized case studies. We'll use these case studies to discuss how postal industry leaders can most effectively deploy automation to improve productivity and worker satisfaction.

Matt Charles, Global Executive Director, FANUC America Corp.

Erik Nieves, Founder and CEO, Plus One Robotics

USPS Branded Packaging Supplies

RM: Ryman MNO | 4:00 PM - 5:00 PM

Learn how USPS Branded Packaging Supplies can help you enhance your bottom line and about the requirements for obtaining your complementary packaging supplies.

Denis Baranov, Strategy & Development Specialist, USPS

Maureen Easby-Smith, Manager, Packaging Services, USPS

Welcome Reception—Kick Off NPF 2025 in True Nashville Style!

RM: Delta Garden | 5:30 PM - 7:00 PM

Get ready to hit all the right notes as we kick off NPF 2025 in Nashville! Join us for an evening of warm welcomes, lively conversations, and an electric atmosphere that sets the stage for an unforgettable four days ahead. Whether you're reconnecting with industry peers or making new connections, this is your chance to mix, mingle, and get into the Nashville spirit. Enjoy great food, great company, and the energy of a city that thrives on innovation and collaboration. The journey to Leading Forward starts here—don't miss it!

Sponsored by: Peraton

Monday, April 28 | Periods 4-7

Continental Breakfast

Delta Lobby | 7:00 AM – 8:00 AM

Fuel up for an exciting day ahead with a complimentary continental breakfast. Connect with fellow attendees, exchange ideas, and get energized for a day of learning, innovation, and the Opening Keynote Address!

Sponsored by: Association for Postal Commerce (PostCom), Cargo Jet Logistics, Confluent, DHL eCommerce, ECS Federal, Fives Intralogistics Corp., GDIT, GH Logistics LLC, ITF GROUP LLC, International Bridge, Inc., Mailers Hub, Smurfit Westrock Packaging Solutions, TransLoop, Tritek Systems, Inc., XMPie

General Session—Keynote Address

Delta Ballroom | 8:00 AM - 9:30 AM

Join this engaging keynote to better understand how one of the largest organizational transformations in the nation is now benefiting partners in the shipping and mailing supply chain, supporting American commerce, and better serving the American public. A higher level of competitiveness, and expanded capabilities and efficiencies are all resulting in a more responsive USPS to the markets and industries it serves.



Expo Hall Official Opening — Step into the Heart of Innovation!

Exhibit Hall – Ryman Hall C | 9:30 AM - 4:00 PM

Right after the General Session, the Exhibit Hall doors swing open to reveal the industry's most dynamic marketplace! Discover cutting-edge technology, groundbreaking solutions, and the latest advancements shaping the future of mailing and shipping. With top suppliers, live demonstrations, and interactive exhibits, every aisle holds an opportunity to explore, connect, and elevate your business. Don't miss this electrifying start to the NPF Expo experience!

Maximize Your Expo Experience!

Take advantage of exclusive Expo hours when no workshops are in session! From **9:30 AM - 11:00 AM, 12:00 PM - 1:00 PM, and 3:15 PM - 3:45 PM**, the Hall is yours to explore without missing any educational workshop. Connect with top industry suppliers, discover the latest innovations, and find the perfect solutions to elevate your mailing and shipping operations—all with dedicated time to focus on what matters most to you!

Educational Workshops Period 4

AI for All: Inclusive Design in Action

RM: Ryman DE | 11:00 AM - 12:00 PM

Elevate your understanding and application of generative artificial intelligence (AI) as we discuss the benefits of inclusive design. This workshop will explore the principles and practices of AI, demonstrating how it can promote inclusion by eliminating biases, improving accessibility, and ensuring diverse representation in business processes. We will also discuss the importance of integrating human oversight versus relying solely on AI. Participants will learn to apply AI solutions to enhance the workplace, gaining valuable insights to empower their teams, foster inclusivity, how to gather feedback to drive innovation, and strategically implement AI for maximum impact.

Albani Brown, Managing Consultant, Guidehouse

Bootcamp for Mail Center Managers Part 1

RM: Ryman Ballroom CF | 11:00 AM - 12:00 PM

In today's mail center environment, managers face daunting challenges – multiple areas of responsibility, disruptive technologies, and changes in the USPS operations and regulations. The talents and skills that got you to where you are today may not be enough to bring you to the next level. Attend this two-part

workshop and hear from leading speakers in the industry. In Part One, learn how to effectively navigate the USPS organization and regulations, and mail center management. Workshop qualifies to earn a Mail Center Manager Certificate.

James Burns, Operations Manager Receiving & Mail Services, Mass General Hospital

Patrick Ring, Director, Mail Services, Boston University

Co-Magic: Innovations that Deliver

RM: Ryman PQR | 11:00 AM - 12:00 PM

Commingle and Comail are the innovative next generation of traditional presort. Moving from the simple automated mailstreams of presort to the fine-tuned Full-Service and Seamless Acceptance mailstreams of commingle and Comail provides customers with savings and benefits that facilitate mail growth. The one-stop shopping world these mail solutions providers offer customers means they can focus on their core business objectives, while the solutions providers handle all the innovations that make up Co-Magic. Learn how Commingle and Comail are different than traditional presort and hear about the additional benefits for customers. Hear how Commingle/Comail solutions providers are innovating to serve their customers better and work with them to grow the mail. Discover how Co-mailing magic allows customers to focus on their objectives and get better results from their mailings.

Jamie Freeman, Vice President, TC Delivers

Mark Kolb, President, United Mailing Services

Michelle Zalewski, VP, Postal Affairs & Sales, ALG Worldwide Logistics

Sponsored by: National Association of Presort Mailers – NAPM, TC Delivers

Direct Mail and AI - Where Traditional Meets New Age

RM: Ryman ABC | 11:00 AM - 12:00 PM

With the growth in AI assistants learning how to interface with them and being able to get the response you need is a task to be learned. This workshop will walk through the role an AI assistant can play in a direct marketing campaign.

Jon Bowman, Dir. Bus. Dev.-Direct Marketing, Salem One Inc.

Mastering the Mailer Scorecard

RM: Ryman FG | 11:00 AM - 12:00 PM

The Mailer Scorecard can seem daunting, but this workshop breaks it down for eDoc submitters. Learn how to access and navigate the scorecard, understand its tabs and data, and leverage the information to improve mail verification quality

and avoid assessments. Discover how to set up subscriptions for daily updates and explore the benefits of Mail Quality data feeds, equipping you with tools to streamline processes and enhance operational efficiency.

Rhonda Mitchell, Postal Integration Analyst, Quad

Lisa Wurman, Postal Affairs Manager, Quad

Sponsored by: Quad

Panel Discussion with 2024 Promotions

Award Recipients 

RM: Ryman Ballroom ABDE | 11:00 AM - 12:00 PM

Join us for a panel discussion featuring the best-in-class recipients of the FY24 Promotions Award. This workshop will highlight the industry's most creative Direct Mail promotion submissions and showcase the award-winning innovations that set new standards.

Workshop qualifies to earn a Direct Mail Marketing Certificate.

Carl Boettner, Program Manager, Products and Services, USPS

Tom Bohn, President and Chief Operating Officer, TheHomeMag

Tracy Brooks, Senior Vice President, Salem One

Tyler Jett, Product Management Solutions Analyst, USPS

Tracie Schrader, Senior Marketing Coordinator, Security Finance

Vincent Wilson, VP, Production Manager, Citibank

Rebuilding USPS's Infrastructure: Redesigning our Future

USPS Leadership Insight Session

RM: Presidential Ballroom D | 11:00 AM - 12:00 PM

USPS is rebuilding its infrastructure and enhancing its use of technology as it reshapes its future. We are making major capital investments to modernize facilities across the nation – deploying best-in-class automation and information technology in Regional Processing and Distribution Centers, Local Processing Centers and Sorting and Delivery Centers. We are procuring a new delivery vehicle fleet and electric charging infrastructure. Attend this session to better understand how these modernization efforts are driving efficiency and capability gains and our priorities for the next three years. We have one of the largest portfolios for facilities and vehicle fleets in the world and we are excited to share what we have executed and have upcoming for you.

Scott Bombaugh, Chief Technology Officer & EVP, USPS

Ben Kuo, VP, Facilities, USPS

Gary Reblin, VP, Applied Engineering, USPS

Adyani Torres, Executive Director, Insights & Operations Excellence, USPS

Justin Glass, Director, Fleet Management, USPS

Vicki Stephen, Director, Next Gen Delivery Vehicle Program, USPS

Sponsored by: Fives Intralogistics Corp.

The Future of Direct Mail 2025: Marketer and Consumer Insights

RM: Ryman MNO | 11:00 AM - 12:00 PM

This workshop will share cutting edge research that will optimize your direct mail campaign performance in 2025 and beyond. The Future of Direct Mail insights uncovered from 400+ senior-level direct marketers and 1,000+ consumers will hit home with the practices you likely are NOT doing, yet that matter most to your results. Learn what common misconceptions are holding you back and stay ahead of your competition with the latest in tactics from those who are winning with direct mail. Workshop qualifies to earn a Direct Mail Marketing Certificate.

Michael McCormick, Marketing Specialist, SG360°

Karen Scharf, VP, Marketing Communications, SG360°

Sponsored by: SG360°

Working with Postal and Client Data at Scale: Modern Strategies for Data Management

RM: Ryman L | 11:00 AM - 12:00 PM

Data is becoming more prevalent in everyday decisions. Companies that can manage, process, report, and protect data efficiently will lead the way, while those that fall behind in data management risk losing relevance. Equip yourself with the skills and knowledge needed to manage data at scale and drive smarter decisions. Discover strategies and technologies for handling large-scale postal and client data effectively. This workshop covers critical aspects of data management, including ingestion, quality, architecture, ETL/ELT processes, reporting tools, and security measures. Learn to ask the right questions and implement modern solutions that drive organizational success. Gain practical insights into managing big data while maintaining compliance and security standards.

Josh McCaully, Managing Director of Data, GrayHair Software, LLC

Everette Mills, Director of Technical Product Management, GrayHair Software, LLC

Lunch at NPF

Exhibit Hall – Ryman Hall C | 12:00 PM - 1:00 PM

Take a break, grab a bite, and make meaningful connections! Enjoy a delicious lunch in the open-concept dining area at the back of the Exhibit Hall—where great food meets great conversation. Share a table with fellow attendees, exchange ideas, and fuel up for an afternoon of learning and exploration!

Dessert & Beverage Sponsored by: Cisco Systems, Confluent, Engineering Innovation Inc., FLS Transportation Services, Fives Intralogistics Corp., ITF GROUP LLC, Lorton Data, Inc., One Holding Corporation, Peraton, Sepire, Smurfit Westrock Packaging Solutions, Tension Corporation

Educational Workshops Period 5

AI in the Mailroom? Absolutely!

RM: Ryman ABC | 1:00 PM - 2:00 PM

Discover how artificial intelligence can transform your mailroom into a powerhouse of efficiency, security, and precision. In this workshop, we'll explore how integrating AI into everyday mailroom operations opens up new possibilities for streamlined workflows, enhanced document management, and improved compliance standards. Attendees will learn about the key benefits of AI-driven automation—from reducing manual errors and speeding up processing times. We'll also walk through practical applications and success stories, showing that AI in the mailroom isn't just a future idea—it's a present-day solution that can save time and money, improve accuracy, and take your organization to the next level. Join us to see how AI can make a difference in your mailroom! Workshop qualifies to earn a Direct Mail Marketing Certificate and a Mail Center Manager Certificate.

Kevin Goss, Vice President of Postal Affairs & Enterprise Solutions, Postal Source

Bridging the Gender Gap: Work Styles, Strengths, and Strategies

RM: Ryman Ballroom ABDE | 1:00 PM - 2:00 PM

This workshop will provide an overview of the postal industry's workforce, highlighting gender demographics, roles, and working styles. It will explore how physical and logistical demands may influence gender-based work approaches, including problem-solving and teamwork. Challenges and opportunities for both men and women will be discussed, such as barriers to leadership and the benefits of inclusive practices. Success stories and diversity initiatives will showcase the positive impact of gender equity, encouraging attendees to support diversity within their teams.

Deb Damore, Head of Postal Affairs, Grayhair Software, LLC

Jesse Dodge, CEO, Japs-Olson Company

Samantha Ewald, Senior Manager, Client Engagement Solutions, GrayHair Software, LLC

Josh McCaully, Managing Director of Data, GrayHair Software, LLC

Lois Ritarossi, President, High Rock Strategies

Delivering Supply Chain Excellence

RM: Ryman L | 1:00 PM - 2:00 PM

Learn how the Supply Management organization integrates and supports the Delivering for America® (DFA) Plan in providing required products and services through national commodity management supply chains. Learn about new initiatives in supplier communications on usps.com, small business participation tools,

recent major contract award initiatives, and how supply chain metrics and strategies provide for cost savings and cost avoidance in sourcing activities contributing to Postal Service financial results. Finally, hear FY 2025 focus areas for Supply Management supporting Network Transformation, the Postal Service's new national Sorting & Delivery Center activations, and the latest in information technology and mail processing technology deployments.

Mark Guilfoil, VP, Supply Management, USPS

Direct Mail Showcase

RM: Ryman Ballroom CF | 1:00 PM - 2:00 PM

This workshop brings you an exciting showcase of the latest trends in direct mail. Attendees will explore over 25 impactful mail examples from various industries, including healthcare, automotive, retail, and banking. This workshop highlights the power of direct mail in driving engagement and response, showcasing the most effective formats and techniques being used in the market today.

Workshop qualifies to earn a Direct Mail Marketing Certificate.

Ryan LeFebvre, EVP, Sales & Marketing, Specialty Print Communications

Trish Witkowski, Chief Folding Fanatic, Fold Factory

Informed Delivery: Elevating Your Physical to Digital Marketing Strategy

RM: Ryman PQR | 1:00 PM - 2:00 PM

This workshop will provide an update on recent developments in Informed Delivery and a look ahead. The workshop will feature in-depth descriptions of new and planned features, program metrics, and success stories from brands who've utilized Informed Delivery to elevate their omni-channel marketing strategies. This workshop will be appropriate for both business and technical audiences.

Fernando Mello, Manager Retail Tech Programs, USPS

Erick Norman, Mailing and Logistics Manager, Corefact

Chio Saelee, VP, Creative Services, Corefac

Mastering Mail: Achieving Excellence in Productivity, Compliance and Delivery

RM: Ryman FG | 1:00 PM - 2:00 PM

Discover how to optimize your mailing operations while cutting costs and maintaining compliance with USPS solutions.

This workshop will guide you through options for managing undeliverable as addressed (UAA) mail, securely destroying First-Class mail, and accessing detailed electronic data to streamline processes. Gain practical insights to improve productivity, enhance deliverability, and free up valuable resources, all while adhering to

industry regulations. Leave with actionable strategies to achieve immediate results and drive greater efficiency in your operations. Workshop qualifies to earn a Mail Center Manager Certificate.

Judy Kalus, Product Specialist, Pitney Bowes

Paula Stoskopf, Director of Industry Affairs, Japs-Olson Company

Package Trackology

RM: Ryman DE | 1:00 PM - 2:00 PM

Learn the latest and greatest on USPS Tracking enhancements for packages and where this intelligence is headed for the future. Gain insights on features that enhance value and improve the customer experience.

Amanda Kirschner, Director, Product Tracking, USPS

Bruce Pavkov, Manager, Mail and Package Visibility, USPS

The State of Direct Mail: Data-driven Insights Boost Engagement and ROI

RM: Ryman MNO | 1:00 PM - 2:00 PM

The impact of direct mail in the digital age has not diminished. If anything, it stands out as a leading channel for conversion that connects physical and digital in compelling ways. Consumer Insights research uncovered that 55% of consumers who take action on direct mail visit a brand's website. Join us to explore what's driving them to take action — and what's working for your peers. In this workshop, we'll unveil insights from recent State of Direct Mail studies. We'll explore evolving consumer behaviors and preferences, as well as best practices for direct mail practitioners. Walk away with practical guidance you can apply immediately to uplevel your direct mail strategy. Whether you're looking to integrate direct mail into a multi-channel strategy or optimize your current approach, this workshop will equip you with the knowledge and tools to drive better results. Workshop qualifies to earn a Direct Mail Marketing Certificate.

David Krawczuk, VP, Print & Mail Operations, Lob

Kate Sanders, Partner Success Manager, Lob

USPS Information Technology to Accelerate Operational Precision

USPS Leadership Insight Session

RM: Presidential Ballroom D | 1:00 PM - 2:00 PM

Step into the future with our Chief Information Officer (CIO) for a unique opportunity to explore the revolutionary impact of cutting-edge technology on the shipping industry. Whether you're a seasoned merchant, a dynamic platform, or a forward-thinking software provider, uncover custom solutions crafted specifically for you. Gain insights on securing the most competitive rates, effortlessly creating labels, accessing real-time tracking, and much

more. Engage with industry experts on our panel as they reveal their insights on smoothly integrating with our newest shipping platforms. Experience firsthand how USPS is revolutionizing operational efficiency through unparalleled internal visibility and transparency driven by groundbreaking technology. Get ready to embrace innovation and reimagine the shipping experience like never before!

Pritha Mehra, Chief Information Officer & EVP, USPS
Steve Dearing, VP, Chief Data & Analytics Officer, USPS
Angela Lawson, VP, Technology Applications, USPS
Jeremy Stepanovich, Sr Director Logistics, Dermacare

Educational Workshops Period 6

Attracting a New Generation

RM: Ryman FG | 2:15 PM - 3:15 PM

To ensure the growth and advancement of the mailing industry, I actively seek innovative strategies to engage and hold future generations' interest in fulfilling dynamic careers within the mailing sector. My primary objective is to create a conducive environment that makes mailing professions more appealing to young, talented individuals by providing a clear and defined pathway for them to contribute to the industry's ongoing evolution and success. By actively cultivating the interest of bright new talent, we aim to propel the mailing industry into an exciting new dimension of innovation, where new ideas and cutting-edge technologies are constantly being developed, fostering growth and progress. With our unwavering commitment to nurturing the next generation of professionals, we can be confident that the future of the Mailing sector is in secure and aspiring hands.

Workshop qualifies to earn a Direct Mail Marketing Certificate.

Asif Sheikh, Vice President of Sales, Victor Envelope

Building Mailing Lists & Campaigns with Superior Outcome

RM: Ryman PQR | 2:15 PM - 3:15 PM

Direct Mail's superpower is its ability to deliver powerful creative into the hands of the right audiences. A key to unleashing this power is a better mailing list, but how do you build and refine one? In this workshop, we look at innovative ways to use multiple sources of data, and digital technologies to develop lists that can lead to even greater response rates and ROI for your overall campaigns – both in direct mail and digital channels. Workshop qualifies to earn a Direct Mail Marketing Certificate.

Joyce Turner, General Manager, IPG Solutions at Acxiom
Ray Van Iterson, Manager of Marketing Strategy, USPS

Mailing Mayhem: How Data Saves the Day

RM: Ryman MNO | 2:15 PM - 3:15 PM

Data is everywhere in mailing operations—from equipment and USPS Mailer Scorecards to sortation processes and supply chain partners. This panel of expert commingle mail solutions providers will share real-world scenarios of mailing challenges they've faced and demonstrate how leveraging and interpreting the right data can transform operations. Discover strategies to improve quality, streamline workflows, and turn mailing mayhem into success.

Brian Bowers, CTO/COO, Imaginology Intl.

Bill Boyce, President, United Business Mail

Adam Scott, Sr Director, Postal Initiatives, Pitney Bowes

Sponsored by: National Association of Presort Mailers - NAPM

PCC Tools for Membership Growth

RM: Ryman ABC | 2:15 PM - 3:15 PM

This workshop will focus on tools that are available to PCC industry and Postal members that encourage membership growth.

Leanne Herman, Director, Postal Affairs

Jeff Hilliard Jr., Customer Outreach Specialist, USPS

Suzi Oswald, Postal Affairs Specialist & Data Services, SeaChange Print Innovations

Return Mail – Demystified

RM: Ryman Ballroom CF | 2:15 PM - 3:15 PM

Are you questioning whether it's truly worth the effort to process all that return mail? In this discussion, we'll explore how one organization saved over \$500,000 in their first year by eliminating undelivered mail and the costs associated with processing returns. We'll delve into the principles of life-cycle data hygiene that contribute to these savings. Additionally, we'll examine tools that can be utilized to develop a modern solution to this longstanding issue. Workshop qualifies to earn a Mail Center Manager Certificate.

Glen Swyers, Director of Marketing Integration, The Imagine Group

Supplier Relationship Management: People, Process, Technology

RM: Ryman Ballroom DE | 2:15 PM - 3:15 PM

Supplier Relationship Management (SRM) within the USPS's Supply Management (SM) organization involves the "people" responsible for communicating with suppliers, the "processes" used to manage those interactions, and the "technology" that facilitates communication, data analysis, and performance evaluation. SRM builds strong, mutually beneficial relationships that optimize supply chain value. Join this session to learn about SM's robust SRM Program that is used to communicate with and manage

supplier performance and drive continuous improvements and innovation. Attendees will learn how supplier segmentation is used to identify Key Suppliers annually. Learn how internal business partner, procurement staff, and suppliers provide feedback on established KPI's that generate supplier performance score cards.

Donna Schoenbeck, Director, SCM Strategies, USPS

Mark Travers, Senior Director, Mail & Operational Equipment Portfolio, USPS

Transforming Direct Mail Campaigns with Generative AI: Strategies for Success

RM: Ryman L | 2:15 PM - 3:15 PM

Discover how USPS and industry are using Generative AI to enhance direct mail campaigns by making them more efficient and effective. Learn how to segment your audience, create detailed profiles, and generate personalized content using machine learning. Customize images and layouts based on recipient data and optimize your campaigns with AI-powered A/B testing and automatic adjustments. Additionally, use predictive analytics to anticipate customer needs, sentiment analysis to tailor messaging, integrate cross-channel data, and leverage real-time feedback to refine your strategies. Workshop qualifies to earn a Direct Mail Marketing Certificate.

Chris Karpenko, Sr. Dir. Product Management, USPS

Women in Leadership: Pathways to Success in Direct Mail

RM: Ryman Ballroom ABDE | 2:15 PM - 3:15 PM

Celebrate and empower women leaders with insights into navigating the unique challenges of the direct mail and marketing industries. This workshop includes success stories, strategies for professional growth, mentorship advice, and practical guidance on fostering inclusive environments that support and uplift future women leaders.

Karen Danielson, VP, Marketing and Transformation, Japs-Olson Company

Morgan Elfstrand, Marketing Specialist, Japs-Olson Company

Courtney Schultz, Marketing Coordinator Japs-Olson Company

Educational Workshops Period 7

Delivering America Forward through an Integrated Operational Network

USPS Leadership Insight Session

RM: Presidential Ballroom D | 4:00 PM - 5:00 PM

Join Logistics, Processing and Performance Excellence leadership as they discuss the evolution of our network and how we have

tackled historical challenges and adapted to mitigate transition challenges as we implement the Delivering for America plan. Learn about the enhancements made this past year and the exciting updates planned for the future.

Dr. Joshua Colin, Chief Performance Officer & EVP, USPS
Issac Cronkhite, Chief Processing & Distribution Officer & EVP, USPS

Peter Routsolias, SVP, Logistics, USPS

Robert Cintron, VP, Logistics, USPS

Greg White, Executive Director, Operations Integration & Performance, USPS

Sponsored by: Breakthrough

Hot Topics for a Competitive Advantage

RM: Ryman Ballroom CF | 4:00 PM - 5:00 PM

Discover how to stay ahead in the mailing industry with insights from this engaging panel discussion. Explore strategies to improve address quality, tackle undeliverable-as-addressed (UAA) mail, and optimize reply mail workflows. Learn methods to achieve deeper postage discounts and uncover how enhancing customer profiles and leveraging data can boost marketing results.

Adam Collinson, Director of Address Intelligence, GrayHair Software, LLC

Pamela Corbeille-Lepel, VP, Sales, Lorton Data

Tom Glassman, Senior Integration Specialist, Wilen Group

How are you Really?

Creating a Healthy Culture of Innovation

RM: Ryman FG | 4:00 PM - 5:00 PM

Promoting a healthy, creative and energized workforce is a business imperative across all sectors and industries, especially for mission critical work. This workshop discusses ways all businesses and organizations can elevate the importance of culture. Hear how the "How Are You Really?" awareness campaign helps employees know that they are seen, heard and supported with resources and forums for growth and development. Learn also how to support yourself and your teams to learn, engage and collaborate to support creativity and innovation.

Kristin Seaver, VP, Government Operations & Strategy, GDIT

Reach New Heights:

Messaging Strategies for Direct Marketers

RM: RYMAN ABC | 4:00 PM - 5:00 PM

Direct mail is evolving, and the smartest marketers are adapting to maximize every dollar. Join us to explore real stories of how marketers can save significant costs in 2025 while maintaining

strong ROI through strategic format and production adjustments. Learn how variable data, omnichannel tactics, and high-impact messaging are driving results across industries. Plus, walk away with a powerful Campaign Planner—your go-to companion for optimizing format, production, and messaging to drive measurable success. If you're ready to elevate your direct mail strategy and maximize performance in today's atmosphere, this workshop is a must-attend. Workshop qualifies to earn a Direct Mail Marketing Certificate.

Nicole Bond, Director of Marketing Strategy, Mintel
Comperemedia

Melanie De Caprio, VP, Lead Generation, Freedom

Mark Schneider, Postal Affairs Manager, Freedom

Bill Sloyan, VP, Sales & Technical Services, Freedom

Shipping Made Easier with Click-N-Ship

RM: Ryman L | 4:00 PM - 5:00 PM

In this workshop, you'll learn about the latest features and tools available to you and your customers to enhance your shipping experience.

James Barbee, A/Manager, Small Business Market Strategy, USPS

Angela Dyer, Sr Director Commerce Applications, USPS

Jason Johnson, Dir. Inside Sales, USPS

Successfully Managing Your Operations

RM: Ryman PQR | 4:00 PM - 5:00 PM

This workshop will cover proven methods to successfully developing world-class in-house operations – whether it's Print, Mail or any other function. Ten important keys to success will be covered: great management, maximizing your most important resource – people, working with business partners, measuring performance, justifying resources, marketing your services, commitment to quality, redundancy/back-up, continuous learning & improvement, and the 3 “Ps” approach to world class operations. Proven and practical techniques from successful in-house operations will be shared. Come prepared to learn some new ideas that can help your operations be even more successful! Workshop qualifies to earn a Direct Mail Marketing Certificate and a Mail Center Manager Certificate.

Wes Friesen, President, Solomon Training & Development

Topics in Information Technology Contracts – Privacy, Artificial Intelligence, and Cyber Security

RM: Ryman DE | 4:00 PM - 5:00 PM

Privacy and data protection are critical requirements within USPS IT purchasing contracts. Attendees will learn about Supply

Management's IT hardware and software contracting organizations and annual spend, together with specific contracting requirements and topics in artificial intelligence, cybersecurity policies and data security. Hear from the Chief Privacy & Records Management Officer on protecting data, personal indefinable information, cyber breach notification and systems of records. Learn about commodity specific contracting topics including FedRAMP Certification, off shoring, and other technology issues in supplier contract performance.

Janine Castorina, Chief Privacy and Records Management Officer, USPS

Robert Oates, Sr Director, Technology Infrastructure Portfolio, USPS

What's Happening in International Mailing and Shipping

RM: Ryman MNO | 4:00 PM - 5:00 PM

A panel of international mailing and shipping experts will provide an update on changes taking place in the fast-moving cross-border market. Come learn about this highly competitive market, including USPS international products, the role of the Universal Postal Union in connecting the Global Postal Network, and ways to remove friction in international mailing and shipping.

Wendy Eitan, Director of E-Commerce and Physical Services, Universal Postal Union

Nakesha Kemp-Hirst, Executive Manager, International Policy and Business Development, USPS

Lati Matata, Director of the Postal Technology Center, Universal Postal Union

Kate Muth, Executive Director, International Mailers Advisory Group (IMAG)

Women Who Get it Done – Leadership, Action, Impact

RM: Ryman Ballroom ABDE | 4:00 PM - 5:00 PM

Hear from influential Women in Logistic and Delivery Services (WILDS) members across the industry as they share experiences, anecdotes, and tips from their journey in the mail environment. Discover the tools today's women leaders in the postal sector have used on their path to success. Join our moderated panel for a lively discussion focusing on how challenges have been met, with insights and tips to help other women navigate their careers and work relationships.

Marie Clark, President, Envelope Manufacturers Association (EMA)

Tammy Hull, Inspector General, USPS Office of Inspector General

Ashley Poling, Commissioner, Postal Regulatory Commission

Kate Renz, Director Govt & Regulatory Affairs, Pitney Bowes

Paula Stoskopf, Director of Industry Affairs, Japs-Olson Company

Sponsored by: Japs-Olson Company

PCC Reception: Leading Connections Forward

Tennessee Ballroom | 5:30 PM - 7:00 PM

Join us for an evening of meaningful connections, lively conversations, and great entertainment at the PCC (Postal Customer Council) Reception. This event brings together industry professionals and postal leaders for a night of networking, collaboration, and camaraderie—all in the spirit of Leading Forward. Enjoy delicious food, fantastic music, and the opportunity to engage with the PCC community, an essential resource for driving success in the mailing and shipping industry. Don't miss this chance to strengthen relationships and expand your professional network!



Tuesday, April 29 | Periods 8-10

Continental Breakfast

Delta Lobby | 7:00 AM – 8:00 AM

Start your morning with a fresh cup of coffee, great conversation, and a light breakfast before diving into another full day of expert-led workshops, industry insights, and networking opportunities.

Sponsored by: Association for Postal Commerce (PostCom), Cargo Jet Logistics, Confluent, DHL eCommerce, ECS Federal, Fives Intralogistics Corp., GDIT, GH Logistics LLC, ITF GROUP LLC, International Bridge, Inc., Mailers Hub, Smurfit Westrock Packaging Solutions, TransLoop, Tritek Systems, Inc., XMPie

General Session—Leading Forward: The Courage to Transform

Delta Ballroom | 8:00 AM - 9:00 AM

Get ready to be inspired. This Tuesday General Session explores how bold, resilient leadership can spark progress—even in times of change. We are proud to welcome internationally recognized thought leader **Peter Sheahan**, whose work with companies like Apple, Chick-fil-A, and AT&T has helped redefine leadership in dynamic markets. With seven books and 2,500+ presentations delivered across 40+ countries, Peter brings sharp insight into the behaviors that drive innovation and unlock growth. Expect fresh thinking and practical ideas to help you challenge assumptions, seize opportunity, and Lead Forward with clarity, purpose, and confidence.

Make the Most of Tuesday's Exclusive Expo Time!

Exhibit Hall – Ryman Hall C | 9:30 AM - 5:30 PM

Exhibit Hall Reception | Ryman Hall C – 4:00PM - 5:30 PM

On Tuesday, the Exhibit Hall is open for an extended four hours without any workshop conflicts—giving you uninterrupted time to explore! From **9:30 AM - 11:00 AM, 12:00 PM - 1:00 PM, and 4:00 PM - 5:30 PM** take advantage of this prime opportunity to connect with top industry suppliers and discover cutting-edge solutions at the Exhibit Hall Reception, sponsored by EasyPost.

Educational Workshops Period 8

AI and Emerging Tech in Direct Mail to Lift ROI

RM: Ryman DE | 11:00 AM - 12:00 PM

Discover how artificial intelligence and emerging technology are transforming direct mail into a high-performing marketing channel. This workshop explores how AI-driven insights can optimize mail attributes, enhance response rates, and provide data-backed attribution for offline channels. Learn how to leverage AI for predictive modeling, gain competitive intelligence to refine strategy, and integrate direct mail into omnichannel campaigns for maximum impact. Unlock the power of attribution tools to track performance across multiple channels and prove direct mail's contribution to overall ROI. Workshop qualifies to earn a Direct Mail Marketing Certificate.

Payton Nolan, Director of Business Development, DirectMail2.0

AIM Workshop

RM: Ryman Ballroom ABDE | 11:00 AM - 12:00 PM

For a number of years, the AIM session at the National Postal Forum has been a preeminent event for members of both the Mailing and Shipping Industry and USPS employees to attend. This insightful session focuses on the partnership and collaboration in maintaining key initiatives to strengthen the collective industry. The session will feature USPS leaders discussing their commitment to excellent customer service. You will get insightful information from USPS field leadership on how AIM contributes to successful communications and outreach with the industry. The session closes with a Boston area entrepreneur, who leads us through his journey from startup to the owner of iconic brands known around the country with an USPS partnership key to his success. You want to tee up and join us for this can't miss session!

Bootcamp for Mail Center Managers Part 2

RM: Ryman PQR | 11:00 AM - 12:00 PM

In Part Two, you'll learn mail center management trends and technology, as well as additional focus on Management 101 and professional development. Workshop qualifies to earn a Mail Center Manager Certificate.

James Burns, Operations Manager Receiving & Mail Services, Mass General Hospital

Patrick Ring, Director, Mail Services, Boston University

Delivering Growth in Direct Mail: Turn Challenges into BIG Opportunities

RM: Ryman Ballroom CF | 11:00 AM - 12:00 PM

This unique workshop provides a how-to guide on increasing your overall direct mail efforts, volume, and performance. In the face of challenges, direct mail remains a powerhouse marketing solution, and with the right audience strategy and optimization through predictive modeling, direct mail marketers are finding success and thriving. Join a team of experts as they roll up their sleeves and breakdown strategies, expense management, optimization tactics, client examples, and more – all with the common theme of growth. This growth-minded workshop will cover: Real-world cost efficiency analysis, including case study examples. Unique perspectives from data solution and marketing strategy experts on the indispensability of direct mail. Workshop qualifies to earn a Direct Mail Marketing Certificate.

Tracy Egan, SVP, Agency Services, Media Horizons

Andy Chagan, EVP, Direct Mail Solutions, Tri-Win Direct

Rene Hamill, VP, Client Engagement, Alliant Data

Kaitlin Troutman, SVP, Operations & Marketing, Alliant Data

Sponsored by: Alliant Data

Leadership, Management in Remote Workplaces - Recruitment, Retention and Training

RM: Ryman L | 11:00 AM - 12:00 PM

Many workplaces and teams continue in a remote environment. This poses particular challenges and opportunities for those of us in the direct mail industry. What advantages does remote work provide direct mail teams, what are the drawbacks? How do we address particular issues with training remotely, and how do we retain talent in the absence of face-to-face communication? This workshop will tackle these topics and others pertaining to professional growth and strategic leadership.

Zachary Bowden, Director, Postal Logistics and Data Processing, Direct Marketing Solutions

Mastering the Three Ps: Paper, Print, and Postage

RM: Ryman FG | 11:00 AM - 12:00 PM

In this workshop, you'll learn how to manage these critical resources with precision, especially in challenging environments. We'll share insights on: Effective Resource Management—Strategies for optimizing the use of paper, print, and postage. Partner Selection—Tips for choosing the best partners to enhance your mailing operations. Cost Optimization—Techniques to

maximize the effectiveness of your budget without compromising quality. Workshop qualifies to earn a Direct Mail Marketing Certificate and a Mail Center Manager Certificate.

Scott Holton, Postal Affairs and Strategy Lead, Progressive Insurance

Cathy Leibrock, Director, Direct Mail Marketing Operations, AAA Life Insurance

Modernizing Mail Production Operations for the Future

RM: Ryman MNO | 11:00 AM - 12:00 PM

With evolving mail volumes and rising costs, the postal industry faces new challenges, prompting service providers and in-house facilities to adapt. As digital transformation continues to reshape the landscape, mailers must rethink their strategies to effectively meet changing business needs. During this panel discussion, we'll explore how companies can use automation, personalization, and multi-channel strategies to increase mail volume and improve efficiency. We'll start by examining automation technologies—such as advanced inserters and cobots—that streamline processes, reduce idle time, and enable efficient, cost-effective operations. Real-world examples will demonstrate how more streamlined workflows and consolidated workcells can lower expenses while increasing output and productivity. We'll also look at growth opportunities by leveraging emerging formats, including postcards, self-mailers, card affixing, overnight mail, and personalized marketing communications. Discover how to create more engaging, relevant mail pieces that boost response rates and drive growth across both marketing and transactional mail. Finally, we'll explore how combining physical mail with digital channels—such as QR codes and hybrid mail solutions—can enhance engagement. Case studies will illustrate how integrated, multi-channel campaigns increase mail volumes and strengthen customer connections. Workshop qualifies to earn a Mail Center Manager Certificate.

Eddy Edel, VP, Global Inserting, Digital Solutions & Strategy, BlueCrest, Inc.

Unleashing Your Best Self: The Key to Self-Actualization

RM: Ryman ABC | 11:00 AM - 12:00 PM

Maximizing your potential starts with having clarity and direction, maintaining a mindset of continuous improvement, developing skills confidence and resilience to stay the course and become the person we are meant to be. Peak Performance involves a commitment to self-care, mental fortitude and self-discipline. Self-discipline: understand your strengths and weaknesses, passions and aspirations. Positive self-image: treat yourself with

kindness and understanding to bolster your mental fortitude. Resilience: develop your ability to bounce back from setbacks. Focus: create an environment to replace negative thoughts with positive aspirations. Embrace challenges: be willing to take calculated risks.

Sean Joyce, President, Omega Consultants

NPF Lunch

Exhibit Hall – Ryman Hall C | 12:00 PM - 1:00 PM

Take a seat, enjoy a satisfying meal, and engage with fellow industry professionals. The open-concept dining area at the back of the Exhibit Hall is the perfect place to recharge, swap insights, and build new connections—all while fueling up for the exciting sessions and exhibits ahead!

Dessert & Beverage Sponsored by: Cisco Systems, Confluent, Engineering Innovation Inc., FLS Transportation Services, Fives Intralogistics Corp., ITF GROUP LLC, Lorton Data, Inc., One Holding Corporation, Peraton, Sepire, Smurfit Westrock Packaging Solutions Tension Corporation

Educational Workshops Period 9

Address Quality 201

RM: Ryman Ballroom CF | 1:30 PM - 2:30 PM

Did you know that around 30% of addresses have unique characteristics that can impact postage, deliverability, compliance, fraud risk and processing requirements? Addressing these special cases is essential for businesses looking to reduce costs, mitigate risks, improve customer retention, and maximize ROI. This workshop delves into how to detect these unique cases, identify stakeholders, and implement effective strategies for addressing them. Building on Addressing 101, this workshop is geared towards helping businesses enhance their address management practices and stay ahead of the curve. The workshop will provide comprehensive guidance on the latest products and services that can revolutionize the way mailers maintain address quality. Don't miss this rare opportunity to gain the Address Quality Advantage and propel your mailing experience to the next level. Sign up for our workshop today and start achieving the best possible results.

Adam Collinson, Director of Address Intelligence, GrayHair Software, LLC

Earl Johnson, Dir. Addressing & Retail Tech, USPS

Sponsored by: GrayHair Software, LLC

Direct Mail Master Class: Taking Your Impact to 11

RM: Ryman Ballroom ABDE | 1:30 PM - 2:30 PM

Campaign success in marketing is driven by a combination of audience, offer, and creative. Effective creative will help you stand out from your competitors and earn your audience's attention. In this workshop, we bring together some of the most innovative creative directors working in direct mail to talk about how they approach this timeless medium, and the difference between campaigns that succeed and campaigns that don't. Workshop qualifies to earn a Direct Mail Marketing Certificate.

Lauren Banks, Marketing Specialist, USPS

Marina Beldi, SVP, Ground Creative Director, MRM

Mike Gunderson, President, Gundir, PostReminder,
Gunderson Direct

Dina Kessler, President, Kessler Creative

Marty Muthuswami, SVP, Group Creative Director, MRM

Sponsored by: MRM

Evolution of USPS Contracts: Navigating the USPS Landscape

RM: Ryman L | 1:30 PM - 2:30 PM

In this workshop, you'll learn how to navigate Domestic Shipping Contracts with the USPS. The process is now easier than ever to enter a shipping contract—completely streamlined, and not the long process it used to be. Discover what to expect in the process of entering a contract with the USPS. How long it will take to enter a contract based on various scenarios, and what information you'll need to enter a contract with the USPS.

Matthew Erste, Manager, Channel Contracts, USPS

Tiffany Hurley, Manager, Enterprise & Strategic Contracts, USPS

Tanqueka Mitchum, Manager, Sales Contracts, USPS

Mentoring for Staff Development and Professional Growth

RM: Ryman DE | 1:30 PM - 2:30 PM

In this workshop, attendees will learn how their staff can grow and improve their job performance through Mentoring. We will also touch upon how you can grow both personally and professionally with skills learned from Mentoring. Throughout the workshop, we will share real world examples and success stories that came from employees being Mentored. Additionally, we will show how leaders have been promoted over the years and how they directly benefitted by mentoring and being mentored. Workshop qualifies to earn a Direct Mail Marketing Certificate.

James Burns, Senior Operations Manager, Mass General Hospital

Alexis Nicoletta, Account Executive, Corporate Image

Quantum Technology - Leveraging Tomorrow's Technology for Data-Driven Success

RM: Ryman PQR | 1:30 PM - 2:30 PM

This presentation will introduce quantum technology as a transformative force, focusing on its implications for data management, technological innovation, and strategic visibility. As organizations strive for a competitive edge, quantum computing and quantum-based technologies promise unprecedented data processing power, faster decision-making, and enhanced problem-solving capabilities. We will discuss how quantum technology can provide strategic advantages by unlocking new possibilities for data analysis, boosting technological capabilities, and improving business visibility. Attendees will gain a high-level understanding of quantum technology's practical applications and the potential pathways for adoption within their industries.

Mike Hilleary, Peraton, Inc.

Zak Kelly, Violet Air Consulting

Retail and Delivery Services – Investing in Local, Investing in You

USPS Leadership Insight Session

RM: Presidential Ballroom D | 1:30 PM - 2:30 PM

USPS is transforming its operations by replacing a costly multi-network, middle-mile strategy and an outdated mail collection process with a streamlined, integrated system. This new approach will efficiently aggregate and sequence mail and package movement from collection to delivery. This session will explore how this transformation opens opportunities to modernize retail and delivery centers nationwide, making them storefronts and hubs of commerce, communication, and essential support.

Elvin Mercado, Chief Retail & Delivery Officer, USPS

Gary Reblin, VP, Applied Engineering, USPS

Sheila Holman, VP, Marketing, USPS

Jennifer Vo, VP, Retail & Post Office Operations, USPS

John Morgan, VP, Delivery Operations, USPS

Sponsored by: Infosys Public Services, Inc.

Target Marketing – The Power of Data-Driven Strategies

RM: Ryman MNO | 1:30 PM - 2:30 PM

Discover how to maximize ROI with smarter Direct Mail. Join us for an insightful presentation where you'll explore the power of the Informed Delivery® URL Parameter feature—a game-changing tool for enhancing engagement and tracking. We'll dive into how integrating data from multiple sources—including

ZIP Code-level demographics—can drive smarter targeting, greater innovation, and real business intelligence. Learn how to identify high-performing ZIP Codes and improve your address list, refine address-level targeting, and turn data into a competitive advantage that delivers measurable ROI. Don't miss this opportunity to see how advanced data strategies and USPS technologies can help you elevate your direct mail campaigns.

Bob Galaher, Executive Director, National Association of Presort Mailers (NAPM)

Sharick Mirza, CEO/Founder, Assurety Consulting & Solutions

Sponsored by: Assurety Consulting and Solutions, Inc.

USPS Promotions:

What Savings Opportunities are you Missing

RM: Ryman ABC | 1:30 PM - 2:30 PM

This will not be just a “what are they” workshop. We intend to educate the audience on how the promotions can be used effectively and delve into the low participation rates. We have a great deal of information from many mailers in the industry about this question and will be sharing their insights. All attendees will get some great information they can use to apply to their business/organization to participate in more of these incentives. This workshop will expand on these perspectives and open this up to anything to do with the mail piece and effectively drive volumes through participation. Workshop qualifies to earn a Direct Mail Marketing Certificate.

Christine Erna, President, Forge

Scott Holton, Postal Affairs and Strategy Lead, Progressive Insurance

Mark Rheume, Advisory Engineer, Ricoh USA, Inc.

We've Got an API for That

RM: Ryman FG | 1:30 PM - 2:30 PM

USPS continues to respond to the explosive growth of e-commerce with flexible shipping solutions! Our leading-edge, feature-rich API platform provides our customers and partners broad access to our shipping products and solutions with immediate onboarding, seamless integration, unprecedented scalability, and rapid development. We have an API for virtually every need – standardize an address, price a package, create a label, find a USPS acceptance facility, schedule a carrier pick-up for Connect Local Packages, and track a package from entry to delivery. Our partners can accelerate time-to-value for their shipment solutions by integrating into this evolving and tailorable platform and its expanded feature set: expanded access to USPS products, unlimited labels, contract pricing, manifested returns,

webhooks for push notifications, credit card payment, platform and integrator functions, same-day self-service enrollment and more.

Brian Draper, Exec Dir., CIO Architect and Strategy, USPS

Angela Lawson, VP, Technology Applications, USPS

Educational Workshops Period 10

Effective Fundraising Methods for PCCs

RM: Ryman DE | 2:45 PM - 3:45 PM

This workshop will focus on effective fundraising best practices that will allow PCC's to adequately fund their PCC activities and events.

Robert Hanks, Inside Sales Representative, Suttle-Straus, Inc.

Christian Johnston, Customer Relations Coordinator, USPS

Eric Roberts, Customer Outreach Specialist, USPS

Randy Slone, Postal Affairs, Mail Manager, TEAM Concept Printing

Innovating Sales Strategies: Enhancing Mail and Shipping Solutions

USPS Leadership Insight Session

RM: Presidential Ballroom D | 2:45 PM - 3:45 PM

Join us for a comprehensive 60-minute session led by our officers, focusing on the evolving landscape of mail and shipping. This Insight Leadership Session will provide a high-level review of the recent changes in our product and service portfolio driven by network adjustments and our commitment to better serve both the mailing industry and shipping partners. This session promises to be an informative exchange, showcasing our commitment to innovation and collaboration in the mail and shipping sectors. We look forward to engaging with you as we explore these critical topics.

Steve Monteith, Chief Customer and Marketing Officer & EVP, USPS

Bill Fraine, Senior VP, National Sales, USPS

Shavon Keys, VP, Sales, USPS

Shibani Gambhir, VP, Sales Intelligence & Support, USPS

Juan Nadal, VP, Strategic Accounts & Service Initiatives, USPS

Margaret Pepe, Executive Director, Product Solutions, USPS

Sponsored by: Assurety Consulting and Solutions, Inc.

Innovations and Ideas that Elevate your Envelope

RM: Ryman Ballroom CF | 2:45 PM - 3:45 PM

Discover new strategies and industry insights from top envelope manufacturers, suppliers, and mailers on how to make your envelope stand out in today's competitive landscape. This workshop explores innovative design approaches, materials, and techniques to maximize engagement while ensuring your mailpiece qualifies for USPS postal promotions. Workshop qualifies to earn a Direct Mail Marketing Certificate.

Marie Clarke, President, Envelope Manufacturers Association (Moderator)

Scott Evans, President/CEO, Kenmore Envelope

Susan Foley, CEO, Diamond Envelope Corporation

David Mitchell, President & COO, Mackay Mitchell Envelope Company

Leading Forward:

Harness Data & Technology for Operational Excellence

RM: Ryman PQR | 2:45 PM - 3:45 PM

In today's fast-moving business environment, efficiency and visibility are key to staying ahead. This workshop explores the transition from manual scanning to automated, sensor-based operations—unlocking real-time insights, streamlining workflows, and enhancing decision-making. Discover how integrating the latest technology can optimize resource allocation, improve operational oversight, and provide unparalleled visibility into custodial control. Learn how automation not only accelerates outbound processes but also strengthens competitive positioning, enabling organizations to adapt quickly and meet evolving industry demands.

Morgan Lammert, Strategic Account Manager, Avery Dennison

Adam Ramsey, Solution Consultant, Avery Dennison

Peer-to-Peer Round Tables

RM: Ryman Ballroom ABDE | 2:45 PM - 3:45 PM

The Peer-to-Peer Session is an open forum where Subject Matter Experts (SMEs) from both the USPS and industry are paired together to answer attendee questions, provide feedback, and help with postal products and services. The session is comprised of "roundtables" led by SMEs who will cover a specific postal product, program, or service. Attendees will have an opportunity to exchange experiences and discuss best practices with their contemporaries in the industry. Attendees will have the opportunity to visit as many roundtables as they can during the session. Attendees simply select the roundtable of their choosing. For roundtable topics, please refer to the NPF App.

Sponsored by: Designed Conveyor Systems (DCS)

Requirements, Challenges, & Lessons Learned from Decades Spent in Nonprofit Mail

RM: Ryman FG | 2:45 PM - 3:45 PM

Direct mail remains one of the most popular, relevant, and effective tools in a nonprofit organization's fundraising and communications playbook. When failure to comply can result in postage costs nearly doubling, it pays to know what's required of you throughout the process. The goal of this workshop is to help nonprofit organizations get a firm grasp of the processes and pitfalls that go into sending mail as a nonprofit organization in 2025 and beyond. From nonprofit mailing requirements to common terms, definitions, and postage savings opportunities available throughout the year, expect a fast-paced, in-depth look at the quirks and nuances that go into USPS Nonprofit Marketing Mail.

Leanne Herman, Director, Postal Affairs, Sepire

Michael Sadauskas, DM Director of Development and Operations, The Christian Broadcasting Network

Sponsored by: Sepire

The Modern Campus Mail Center is Smart, Organized & Profitable

RM: Ryman L | 2:45 PM - 3:45 PM

Don will discuss how today's Modern Smart Mail Centers are so much more than their traditional role of simply sorting and delivering mail. Smart Mail Centers are now technology driven operations that maximize space for improved efficiency and provide Smart Solutions. Modern Mail Centers need to be able to generate revenue and cut cost while focusing on marketing its services and customer service. Workshop qualifies to earn a Mail Center Manager Certificate.

Don McCarty, Director, Postal, Passport and Printing Services, East Tennessee State University

The Sky's the Limit: Moving Mail Processing into the Cloud

RM: Ryman ABC | 2:45 PM - 3:45 PM

As mail operations evolve, so do the tools and technology driving efficiency. This workshop explores the future of mail processing through cloud integration, discussing the transition from traditional on-premise setups to flexible, scalable cloud solutions. Attendees will gain insights into overcoming challenges such as security concerns and data accessibility while exploring how cloud technology can provide centralized management and powerful analytics across multiple sites. With the added potential of AI-driven insights, this workshop will guide participants in

modernizing mail operations to be more efficient, transparent, and adaptable.

Allie Collier, Growth Specialist, Engineering Innovation, Inc.
Aaron Pedigo, Chief Technology Officer, Engineering Innovation, Inc.

The Tactile Advantage—Revolutionizing Customer Engagement Through Direct Mail

RM: Ryman MNO | 2:45 PM - 3:45 PM

This workshop leverages recent research findings to highlight the powerful role of direct mail in enhancing customer engagement and optimizing return on investment in a saturated digital marketing landscape. Based on our data, direct mail not only rivals but often outperforms digital channels in creating meaningful, long-lasting consumer connections. Participants will explore how direct mail's tactile appeal and innovative digital integrations can drive measurable outcomes across various sectors in the postal supply chain, from printers and agencies to senior decision-makers. Workshop qualifies to earn a Direct Mail Marketing Certificate.

Jonathan Zhang, Associate Professor of Marketing, Colorado State University

Exhibitors' Reception

Exhibit Hall – Ryman Hall C | 4:00 PM - 5:30 PM

Join us for an exclusive evening on the Exhibit Hall floor, where over 170+ exhibitors are eager to share their expertise, showcase innovative solutions, and help you Lead Forward in your mailing and shipping operations. This is your opportunity to engage with top industry suppliers in a relaxed, social setting—while enjoying appetizers, beverages, and entertainment. Network, explore, and discover new ways to elevate your business in a dynamic and engaging atmosphere!

Sponsored by: EasyPost

Pick up a complimentary Exhibitors' Reception drink ticket when you visit EasyPost at booth: 512 – tickets limited to the first 500.

NPF's Got Talent: A Show-Stopping Industry Celebration!

Presidential Ballroom BC | 8:00 PM - 11:00 PM

Experience an unforgettable night of live music, high-energy performances, and industry camaraderie! NPF's Got Talent brings together 15 incredible bands—each featuring your fellow mailing and shipping professionals—delivering a dynamic setlist spanning Motown, Country, Classic Rock, and '80s & '90s hits. Whether you're rocking out, singing along, or making new connections in true Music City style, this after-hours event is one you won't want to miss!

Sponsored by: GitHub, Microsoft Federal





Daily Activities

Wednesday, April 30 | Periods 11-15

Continental Breakfast

Ryman Lobby | 7:00 AM - 8:00 AM

Gather with industry peers for a relaxed and refreshing continental breakfast before tackling the final full day of NPF. Take this time to reflect on key takeaways, share insights, and make those last meaningful connections.

Sponsored by: Association for Postal Commerce (PostCom), Cargo Jet Logistics, Confluent, DHL eCommerce, ECS Federal, Fives Intralogistics Corp., GDIT, GH Logistics LLC, ITF GROUP LLC, International Bridge, Inc., Mailers Hub, Smurfit Westrock Packaging Solutions, TransLoop, Tritek Systems, Inc., XMPie

Educational Workshops Period 11

Enhancing Customer Experience with Computer Vision Incentives

RM: Ryman Ballroom CF | 8:00 AM - 9:00 AM

This engaging panel discussion explores how USPS is leveraging computer vision and GenAI technology to enhance customer experience. The workshop will showcase how process enhancements are set to benefit customers through improved service efficiency and accuracy, with USPS streamlining promotion approval processes to ensure timely and accurate information delivery. The discussion covers the measurable impact of GenAI image recognition and explores the use of AI to offer new services, optimize resources, and reduce risks, all with the goal of consistently delivering superior customer service.

Darrin Bell, Product Management Solutions Analyst, USPS
Christopher Carten, Traffic Coordinator and USPS Liaison, Acquire Direct

Heather Lewis, Manager, Product Integration & New Solutions, USPS

Joseph Paris, CTO, Acquire Direct

From Mailbox to Mobile: Turning Direct Mail into Instant Action

RM: Ryman ABC | 8:00 AM - 9:00 AM

Discover how enhanced QR codes transform direct mail by driving immediate action and delivering measurable results. In this

workshop, we'll explore how to boost response rates with tools that allow recipients to set reminders, share offers, and act instantly when a sale starts. Plus, learn how leveraging these advanced tactics can qualify your campaigns for a 3% USPS postage discount, saving costs while maximizing engagement. Don't let your offers be forgotten—turn every mailpiece into a powerful driver of action with QR-powered reminders and seamless follow-ups. This workshop will include case studies from well-known mailers.

Mike Gunderson, President, Gundir, PostReminder, Gunderson Direct, Inc.

Sponsored by: Gundir + PostReminder

Leadership in Motion: Driving Change through Influence

RM: Ryman Ballroom ABDE | 8:00 AM - 9:00 AM

This is a dynamic and thought-provoking workshop designed to explore the core principles and transformative power of effective leadership. This workshop will delve into the evolving landscape of leadership in today's fast-paced, digital, and interconnected world. Attendees will gain insights into the essential qualities that define great leaders and the strategies they employ to inspire and drive success within their organizations. There is no problem that exists within an organization that empowering leadership cannot solve. As a matter of fact, if there is a problem on a team you lead, and you don't do anything to fix the problem - the problem is no longer the problem. The problem is you. Workshop qualifies to earn a Direct Mail Marketing Certificate.

Michael Beard, President, Elevated Leadership

Next-Gen Talent Management: Powered by Innovative Technology Solutions

RM: Ryman L | 8:00 AM - 9:00 AM

With rising competition for talent and a significant portion of the workforce nearing retirement, organizations must rethink how they attract, develop, and retain employees. This workshop explores how AI-powered solutions are revolutionizing workforce planning, succession strategies, and recruitment. Learn how AI-driven org chart analysis, network mapping, and dynamic career pages can streamline hiring processes, predict succession gaps, and optimize internal talent mobility. Discover how generative AI is shaping future-ready skills assessments and ensuring organizations remain competitive in an evolving job market.

Paul Flatin, Human Capital, Organization, Workforce & Change Leader, Deloitte

Jessica Kohlenberger, HR Strategy & Technology Leader, Deloitte

Securing the Mail and Shipping Experience from Click to Delivery

USPS Leadership Insight Session

RM: Presidential Ballroom D | 8:00 AM - 9:00 AM

With a focus on modernization and collaboration, USPS is enhancing its ability to protect people, mail, and packages against evolving threats. In this session you'll learn about our integrated approach to strengthening operational excellence, cybersecurity, and crime prevention. We'll start with an overview of operational safeguards, a suite of services that enhance revenue detection, improve package visibility, and prevent mishandling through audits and effective management. Next, we'll explore our cybersecurity strategies to defend against emerging threats, fortify critical systems, and prevent fraud through advanced technologies. Finally, we'll highlight the U.S. Postal Inspection Service and its role in enforcing mail security laws, preventing crime through education and awareness, and investigating postal offenses. You'll also learn about Project Safe Delivery, a joint initiative to combat postal crime and protect employees and customers. By taking an integrated approach, our speakers will demonstrate how we're reinforcing security, strengthening trust, and advancing the Delivering for America plan.

Gary Barksdale, Chief Postal Inspector, USPS

Heather Dyer, VP, Chief Information Security Officer, USPS

Greg White, Executive Director, Operations Integration & Performance Excellence, USPS

Randy Workman, Sr Director, Product Acceptance & Support, USPS

Sponsored by: Peraton

Unlock Innovation and Creative Solutions to Enhance Mail & Package Distribution, Shipping and Printing Services

RM: Ryman DE | 8:00 AM - 9:00 AM

Discover innovation and consolidation initiatives that drive efficiencies, progress, and long-term solutions to enhance your operational responsibilities. Uncover resources to finance what you need to excel not only with mail and package distribution but also printing, shipping, and asset management. And unlock cost-saving measures. Brush up on your negotiating and presentation skills to transform your service levels. Workshop qualifies to earn a Mail Center Manager Certificate.

Peggy Smith, Mail and Receiving Services Logistical Consultant, Brynka, LLC

USPS Customer Experience Revisited

RM: Ryman MNO | 8:00 AM - 9:00 AM

This workshop will touch on the role Customer Experience function plays for the broader Postal Service and American public. This workshop will expand on last year's workshop on how to contact USPS and also speak to the role the customer relations field group plays in the electoral process and local resolution and escalation process. We'll also touch on various channels USPS is putting in place to assist our business customers.

David Colon, Director, Enterprise Customer Care, USPS

USPS Pricing Options

RM: Ryman FG | 8:00 AM - 9:00 AM

Learn about affordable, upfront, and transparent pricing options with USPS, which will reduce your surcharges and accessorial fees.

Douglas Engle, Manager, Key Business Accounts, USPS

Educational Workshops Period 12

Basics of Periodicals

RM: Ryman DE | 9:15 AM - 10:15 AM

The periodicals class of mail exists to disseminate ideas and information. A healthy democracy is dependent on the free sharing of information. The press holds truth to power and the formation of the postal service was necessary to hold the government accountable. There are many rules publishers must adhere to in order to mail at periodical privileges. This informative workshop will review some of these rules, such as stated frequency, annual statement of ownership, advertising, and editorial content. Insights will be shared on the most effective strategies for compliance, optimizing delivery processes, and enhancing overall service efficiency of periodicals.

Janine Egloff, Director, PCSC, USPS

Dale Kennedy, Dir. Product Classification, USPS

Eric Kisgen, Director, Postal Operations, DotDash Meredith

Developing Future Leaders – Transformative Powers of Mentorship

RM: Ryman L | 9:15 AM - 10:15 AM

How does mentoring play a role in engaging, developing, and retaining diverse talent to become future leaders? Leadership potential exists everywhere, and mentorship is a proven way to build confidence and reduce turnover. This workshop will demonstrate how both mentors and mentees benefit from the experience. Learn how you and your company can gain from a structured mentorship program designed specifically for the

mailing and shipping industry. Hear from our panel of mentors and mentees as they share how participation has helped clarify career goals, expand professional networks, and provide broader industry knowledge—along with many other invaluable takeaways. Engage in a short speed mentoring demonstration, where mentors will answer your questions in real time. This workshop is essential not only for potential mentors and mentees but also for anyone looking to foster a supportive and thriving work environment.

Glen Swyers, (Moderator) Director of Marketing Integration, The Imagine Group

Dina Kessler, (Moderator) President, Kessler Creative

Kim Waltz, (Moderator) VP, Client Relations & Postal Affairs, Cathedral Corporation

Carol Kliewer, Senior Director Postal Affairs, Valpak

Alisha Mangin, Postal Affairs Specialist, Data-Mail

Bob Rosser, Director, Postal Affairs, Products and Services, IWCO

Effective Strategies for Minimizing Postage Costs

RM: Ryman FG | 9:15 AM - 10:15 AM

This workshop delves into strategies for lowering postage costs by leveraging walk sequencing, commingling, and postal optimization techniques. Learn how these approaches can enhance delivery precision, cut expenses, and support large-scale, cost-effective campaigns that benefit both the bottom line and delivery accuracy.

Pat Murray, Chief Industry & Compliance Officer, Japs-Olson Company

Paula Stoskopf, Director of Industry Affairs, Japs-Olson Company

Leading the Charge: Strategic Leadership in a Tech-Driven Logistics World

RM: Ryman Ballroom ABDE | 9:15 AM - 10:15 AM

In a rapidly evolving, tech-heavy industry, strategic leadership is more crucial than ever. This workshop will focus on developing the skills necessary to lead logistics teams through data-driven transformation and technological disruption. Attendees will learn how to harness technology, foster data-centric decision-making, and build agile teams that thrive in a tech-driven environment.

Lori Boyer, Sr Communications Director, EasyPost

Joe Dieter, Head of Product Marketing, EasyPost

Route Revolution: AI Solutions for Speedy Last-Mile Deliveries

RM: Ryman ABC | 9:15 AM - 10:15 AM

Last-mile delivery is a critical component for USPS, significantly impacting customer satisfaction and operational efficiency. Artificial Intelligence (AI) is transforming this space by enhancing

route planning and delivery scheduling. By analyzing real-time data, AI algorithms can optimize delivery routes, taking into account factors such as traffic conditions, weather, and delivery windows. This not only reduces transportation costs but also shortens delivery times, ensuring that packages arrive promptly. AI-driven solutions, such as generative AI, enable USPS to dynamically adjust routes based on current conditions, improving overall fleet efficiency. For instance, AI can predict delays and suggest alternative routes, allowing for proactive decision-making. This adaptability is essential in meeting customer expectations in today's fast-paced environment.

Tina Fulton, Infosys Public Services, Inc.

Seamless Acceptance – An Excellence Driver

RM: Ryman Ballroom CF | 9:15 AM - 10:15 AM

Although the USPS' Seamless Acceptance program is not new, there are still many mailers who are not using it. With the recent increases in the Seamless Acceptance incentive, there is even more reason to explore how to get your company into Seamless. Join our panel of expert commingle solutions providers to learn the benefits of Seamless Acceptance in improving your mailing operations. Workshop qualifies to earn a Mail Center Manager Certificate.

Adam Scott, Operations Manager, Pitney Bowes

Mark Kolb, President, United Mailing Services

Michelle Zalewski, VP, Postal Affairs & Sales, ALG Worldwide Logistics

Sponsored by: National Association of Presort Mailers - NAPM

Educational Workshops Period 13

A Dive into the Digital Mail Journey

RM: Ryman L | 10:30 AM - 11:30 AM

Discover the journey of a top 50 insurer in the United States as it transitioned to a digital mailroom. This fireside-style discussion explores the key decision-making processes, challenges, and strategies involved in selecting the right digital mail solution. Gain insights into implementation best practices, operational efficiencies, and the long-term benefits of digital transformation in mail management. Whether you're in finance, healthcare, government, or beyond, this workshop provides valuable lessons on optimizing mail processes in an increasingly digital world.

Vaske Progri, Vice President, Eco-Mail

Ryan Squier, VP, Facilities & Administration, EMC Insurance

Balancing Tradition and Innovation: Sustainable Trends in Marketing

RM: Ryman FG | 10:30 AM - 11:30 AM

Almost half (47%) of Chief Marketing Officers see promoting more sustainable product and service offerings as a top priority for their brand; internal sustainability efforts can not only help establish the authenticity of a brand's marketing initiatives—building trust with consumers—but they can also help the brand build a more secure, sustainable future for itself in the face of heightened global uncertainties. Join us for an insightful workshop tailored for marketing professionals who are keen to understand the evolving landscape of consumer expectations and how they are shaping the future of sustainable practices. This workshop will provide a comprehensive analysis of current trends and data reflecting these expectations, with a special focus on how USPS is driving sustainable change.

Emily Carr, Advertising & Marketing Practice Leader, Deloitte

General Promotions Workshop

RM: Ryman Ballroom CF | 10:30 AM - 11:30 AM

Join us for an informative workshop on USPS promotions, where we will provide a comprehensive overview of the promotion opportunities available. Learn about the benefits, eligibility criteria, and submission process to help you make the most of these initiatives. This workshop is designed to equip you with the knowledge needed to use USPS promotions effectively.

Heather Lewis, Manager, Product Integration & New Solutions, USPS

How to Create a Feedback Culture

RM: Ryman Ballroom ABDE | 10:30 AM - 11:30 AM

How do we lead forward through feedback conversations in a way that results in goodness, respect, health, and development for everyone involved? How do we create a culture that understands the power of clear, consistent, and actionable feedback? In this workshop, you'll discover the five critical components for creating a feedback culture at all levels of your organization. Attendees will learn practical frameworks for the following five principles: Defining what feedback is and what it's not. Establishing when and where feedback should be expected. Demonstrating how feedback should be given. Modeling how feedback should be received. Celebrating the value of asking for feedback. During this workshop, attendees will receive a comprehensive worksheet.

Workshop qualifies to earn a Direct Mail Marketing Certificate.

Nicole Lucas, Founder & CEO, The Creative Level

Tying All of Your Marketing Channels Together with Informed Visibility

RM: Ryman DE | 10:30 AM - 11:30 AM

Timing is everything in marketing, and Informed Visibility is the tool you can use to coordinate each your channels to boost direct mail response and extend the life of a direct marketing campaign. Knowing how to use the sophisticated data provided by Informed Visibility keeps your mail at the heart of every campaign. In this workshop we'll touch on some of the basics of Informed Visibility, and then dig into powerful approaches to utilizing the data. We'll provide specific applications, including how to get started. Triggering coordinated email marketing; Creating a "Mail Sandwich": Informed Delivery first, Mail second, coordinated email after the mail. You can even make your "Mail Sandwich" a double by adding additional Mail efforts to Informed Delivery subscribers and those who open or click on your emails. Timing mail to optimize telemarketing; Sharing delivery news with everyone – mail owners, marketing customers, consumers and more; Tracking individual pieces. This workshop will change your understanding of Informed Visibility and all the possibilities it offers. It will be knowledge you can leverage immediately to make your mail and your marketing more effective. Workshop qualifies to earn a Direct Mail Marketing Certificate.

David Lewis, President, SnailWorks, LLC

Win the Shipping Race with USPS Ship

RM: Ryman ABC | 10:30 AM - 11:30 AM

Join us for an insightful workshop on utilizing USPS Ship, an all-in-one manifest solution for large shippers. Our USPS experts will guide you through the process of utilizing the latest technology to process and evaluate shipments, with features such as automated package evaluations that include short and overpaid adjustments. By attending this workshop, large shippers can optimize their manifesting processes and improve their logistics management by gaining a comprehensive understanding of USPS Ship's advanced features. Don't miss this opportunity to take your shipping operations to the next level.

Angela Dyer, Sr. Dir., Commerce Applications

NPF Partnership Recognition Luncheon!

Delta Ballroom | 12:00 PM - 1:30 PM

Join us for a distinguished luncheon honoring the exceptional partnerships that drive progress within the mailing and shipping industry. Open to attendees with Wednesday registration privileges, this event celebrates outstanding USPS collaborations that continue to elevate innovation and service excellence. This year, prepare for a fascinating journey through postal history with special guest Jim Bruns—renowned historian, author, and former director of the Smithsonian National Postal Museum. Bruns will share a unique glimpse into the USPS's profound impact on shaping the nation.

Sponsored by: Pitney Bowes

Educational Workshops Period 14

API Deep Dive for Integrating with USPS

RM: Ryman DE | 2:00 PM - 3:00 PM

You already know USPS products and services are right for your business. But are you taking advantage of the improved interactions with USPS to obtain labels, tracking information, estimated delivery dates, prices, and more? In this session, shippers and software providers of different sizes will learn about the onboarding and technical support options that the Postal Service offers. We will share how USPS is modernizing its platforms and making them highly redundant, faster, more reliable, more flexible, more secure, and easier to use. We will discuss how different technology solutions, including USPS APIs, USPS Ship, and CNS v2, can meet the business needs of different types of customers and software vendors.

Alexandra Robleto, Exe. Dir., Customer Access Technology, USPS

Best Practices of Leaders and How to Apply them to your Job

RM: Ryman Ballroom ABDE | 2:00 PM - 3:00 PM

Leaders come from a wide range of roles, such as business owners, managers, salespeople, and production employees. To effectively lead teams, it's crucial to understand the tools and strategies available, as well as those that may be needed in the future. Building a cohesive team requires creative leadership thinking and effective engagement practices. This discussion will focus on proven leadership methods that can be applied to enhance your organization's success. Workshop qualifies to earn a Direct Mail Marketing Certificate.

Cornelius Fedderman, Senior Manager, Logistics Operations, CarMax

How to Create Efficiencies in Preparation and Process to Make ROI Better

RM: Ryman ABC | 2:00 PM - 3:00 PM

Everyday direct mail campaigns are given the opportunity to incorporate innovations to make it more relevant. In this workshop we will talk about making something more than just a postcard or an envelope.

We all know that in order for a product to grow, it needs to return more than it costs. ROI is a simple metric but can be complicated to calculate. In this workshop we will look at the costs of implementing new technologies into your mail pieces and how they can return a better investment. The key to driving mail growth lies in embracing cutting-edge innovations that enhance the efficiency and effectiveness of your campaigns. By leveraging tools like Informed Visibility and Informed Delivery, along with integrating technologies such as QR codes and variable data printing (VDP), you can create personalized and dynamic mail pieces that engage customers in new and impactful ways. As we explore these innovations, it's crucial to balance the costs of implementation with the potential for increased ROI, ensuring your campaigns are both cost-effective and strategically positioned for growth. Workshop qualifies to earn a Direct Mail Marketing Certificate.

Dave Krawczuk, VP, Print and Mail Operations, Lob

Innovate and Elevate: Continuous Contact Strategies for Direct Mail Success

RM: Ryman MNO | 2:00 PM - 3:00 PM

In the rapidly evolving marketing landscape, creating meaningful connections with your audience through multiple touch points is both an art and a science. This workshop will delve into strategic tactics that ensure you maximize the potential of the USPS Continuous Contact promotion, while ensuring your iterative mail campaigns are impactful rather than intrusive. By leveraging the latest channel trends, we will explore how to effectively engage customers and drive conversions without overwhelming them and highlight how repeated, thoughtful mailings can transform customer relationships and enhance brand loyalty. We'll examine real-world examples of brands that have successfully utilized iterative direct mail strategies to maintain ongoing conversations with their customers and potential prospects. These case studies will demonstrate innovative approaches that balance frequency with relevance, ensuring each touch point adds value and resonates with the audience without becoming duplicative. Attendees will leave equipped with practical insights and a

strategic framework for enhancing their direct mail efforts. Join us to unlock new opportunities for customer engagement and discover how to turn each mailing into a powerful tool for fostering long-term relationships and achieving marketing success. Workshop qualifies to earn a Direct Mail Marketing Certificate.

Nicole Bond, Director of Marketing Strategy, Mintel
Comperemedia

Integrating with the USPS Smart Lockers Platform for Safety, Security & Convenience

RM: Ryman L | 2:00 PM - 3:00 PM

This workshop will provide an update on last year's rollout of 450 new Smart Lockers expansion and plans for 400 more this year. We will review key functionality and an overview of the user experience, from integration and shipping, to loading and pickup. The workshop will provide in-depth descriptions of the overall program objectives, key features and powerful API suite. This workshop will be appropriate for both business and technical audiences.

Armando Lopez, Director Product Technology Innovation, USPS

Succeeding as a Mailer: How to Improve Efficiency While Cutting Costs

RM: Ryman Ballroom CF | 2:00 PM - 3:00 PM

A panel discussion comprised of 3-4 industry experts who would discuss how to improve the efficiency of their mailing operation and the effectiveness of their direct/transactional mail while simultaneously cutting costs. We would discuss options like presorting/commingling, and also how to best utilize postage-saving promotions from the USPS.

Amanda Armendariz, Editor, Mailing Systems Technology

Turning Big Data & Mail Tracking Insights into Action

RM: Ryman FG | 2:00 PM - 3:00 PM

Unlock the power of mail tracking data and big data analytics to gain deeper insights into audience behaviors and campaign performance. This workshop provides actionable techniques for interpreting these insights and transforming them into strategies that enhance engagement, optimize timing, and ultimately improve ROI on direct mail initiative.

Karen Danielson, VP, Marketing and Transformation, Japs-Olson Company

Paula Stoskopf, Director of Industry Affairs, Japs-Olson Company

Could your Personality Damage your Career

RM: Ryman Ballroom ABDE | 3:15 PM - 4:15 PM

Building and cultivating relationships is an integral part of any career strategy. Understanding our personal strengths and weaknesses act as predictors for success in our work life. This workshop will center on developing a better understanding of how our personality impacts our relationship with others at work by examining how we act, feel, think and behave. Through a self-scoring preference profile, learn how your personality influences your behavior, your attitudes, your communication and decision-making processes. Workshop qualifies to earn a Direct Mail Marketing Certificate.

Sean Joyce, President, Omega Consultants

Facilities and Fleet Acquisition Portfolio: Current Initiatives and Supplier Expectations

RM: Ryman FG | 3:15 PM - 4:15 PM

The Facilities and Fleet Acquisition Portfolio provides purchasing support to Facilities, Maintenance, Fleet Management, the Next Generation Delivery Vehicle (NGDV) Program Management Office, Sustainability, and a myriad of other internal business partners driving the implementation of the Postmaster General's Delivering for America plan. Learn about ongoing facilities and fleet-related purchasing initiatives and what is on the horizon, near term and beyond, and hear from leaders of this portfolio as to supplier expectations, supplier performance tracking and measurement, and how successful supplier relationships are defined.

Martin Petrey, Sr Director, Fleet Management & Facilities Portfolio, USPS

Maximize Your Marketing Impact: Integrating Real-Time Personalization and Analytics

RM: Ryman Ballroom CF | 3:15 PM - 4:15 PM

In an era where customer expectations are sky-high, and share-of-attention is at a premium, personalized marketing isn't just beneficial; it's imperative. This workshop will help you understand CDPs and how to engage in their transformative power in delivering real-time personalization. Utilizing data and analytics, you can craft purposeful marketing messages that resonate with

audiences and drive substantial returns on investment. Attendees will leave this workshop equipped with actionable strategies to enhance their marketing campaigns through comprehensive insights provided by CDPs or customer databases. They will learn how to effectively collect and analyze data, tailor marketing efforts based on deep customer insights, and adjust their media investments for better ROI.

Dan Browne, Product Manager, Amsive

Joseph Sharp, VP, Group Account Director, Amsive

USPS Focus on a Circular Economy

RM: Ryman ABC | 3:15 PM - 4:15 PM

This workshop details the USPS focus on our Circular Economy environmental goals which include our progress on our national recycling operation, sustainable packaging and renewable energy as we continue to be a leader in sustainability.

Jennifer Beiro-Reveille, Sr. Dir., Environmental Affairs & Corporate Sustainability, USPS

Value through Visibility - Creating Business Efficiencies and Customer Engagement

RM: Ryman DE | 3:15 PM - 4:15 PM

Informed Visibility®(IV®) Mail Tracking & Reporting provides near-real-time tracking of mail pieces. The value of IV-MTR is more than mail-tracking data, it drives true business intelligence. In this presentation, you'll hear customer success stories about how this powerful platform is used to make better business decisions and improve mail ROI. Come learn how you can get actionable data out of your mailings and campaigns. Workshop qualifies to earn a Direct Mail Marketing Certificate.

Charissa Karen Hill, Mail & Pkg Information Systems Specialist II, USPS

NPF Closing Event: A Night to Remember!

Delta Ballroom | 7:00 PM - 10:00 PM

Cap off NPF 2025 with a night of high-energy entertainment, great food, and industry camaraderie—Nashville style! Get ready for Rodeo Disco, the powerhouse country band that will bring the heart of Music City straight to the stage. With deep Nashville roots they'll have you two-stepping all night long. This closing celebration is your chance to unwind, make lasting connections, and wrap up NPF 2025 in true honky-tonk fashion. We can't wait to see you in Phoenix for NPF 2026—where the journey continues!

Sponsored by: Confluent

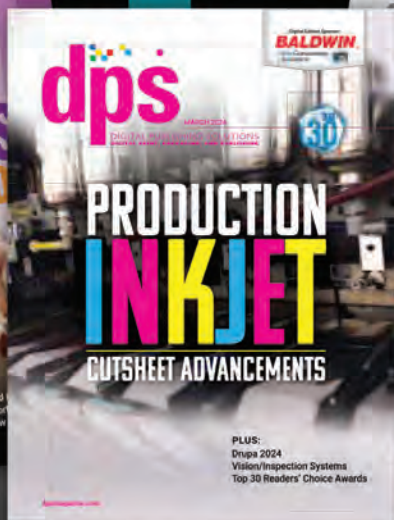


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Explore the NPF Exhibit Hall

Exhibit Hall Must-See Highlights:

USPS Sales Booth #437 – Engage in interactive kiosks, explore USPS retail programs, play an exciting interactive game, and witness the return of the Next Generation Delivery Vehicle.

USPS Consultation Center #154 – Gain expert guidance from USPS specialists on mailing, shipping, and postal operations. Get one-on-one consultations and expert guidance from USPS specialists on anything mailing and shipping. Walk-ins welcome!

USPS Innovation Lab #365 – Engage in hands-on activities, discover the latest trends, and explore breakthrough technologies that make your mailpieces stand out.

NPF Charging Station #263 – Take a break, catch-up on email and power up your devices! Sponsored by: Google Public Sector

Relaxation Station #863 – Take a break and enjoy a complimentary seated massage at the NPF Relaxation Station. Sponsored by: CDW Government

Dessert & Coffee Lounges #213 & #913 – Need a refresh? Grab a coffee and dessert in the Exhibit Hall! Sponsored by: Cisco Systems, Confluent, Engineering Innovation Inc., FLS Transportation Services, Fives Intralogistics Corp., ITF GROUP LLC, Lorton Data, Inc., One Holding Corporation, Peraton, Sepire, Smurfit Westrock Packaging Solutions, Tension Corporation

Daily Prize Drawing Stations #234, #967 and Front of Hall – Scan your badge at the Prize Drawing Stations for a chance to win a \$500 American Express Gift Card every day! Sponsored by: Confluent, Energy Logistics Management LLC, GrandShipper, Mail-Gard, Mailers Hub, TEC Mailing Solutions LLC, Taylor Print & Visual Impressions, WEL Logistics Inc.

Exhibitor's Reception—Tuesday, 4:00 PM – 5:30 PM – Unwind, network, and explore! Over 170+ exhibitors are ready to connect with you at this exclusive evening reception. Enjoy appetizers, beverages, and entertainment in a relaxed setting while discovering new solutions to elevate your business. Sponsored by: EasyPost

Plan your Exhibit Hall experience in advance! Download the NPF 2025 App for interactive maps, exhibitor details, and event updates. See page 4 for download instructions.



2025 Exhibitor Listing

S | Sponsor

10 Roads Express LLC

Booth 330

10 Roads Express is a full-service asset-based transportation and logistics company that operates throughout North America. They specialize in time definite delivery for the USPS and the mailing and printing industry.

Adobe

Booth 766

Modernize Delivery. Accelerate Impact. Adobe provides government agencies with the solutions they need to modernize digital service delivery, enhance operational efficiency, optimize workforce productivity, and drive mission outcomes, at-scale.

AiLO Logistics

Booth 841

Since 1984, AJR Trucking has been a trusted name in transportation, delivering reliable and efficient logistics solutions. As the industry evolves, so do they. Their transformation into AiLO Logistics marks a bold step toward next-generation logistics solutions, integrating advanced technology and sustainability-driven strategies.

ALG Worldwide Logistics **S**

Booth 713

ALG Worldwide Logistics are a full-service transportation and logistics company providing innovative solutions to their client's requirements for managed transportation solutions, meeting both their domestic and international supply chain requirements. ALG Print and Mail Solutions "PAMS" has become a recognized leader in providing co-production services to the direct marketing and printing industries. Services include Commingle, CoMail and Co-Palletization.

Amazon Key

Booth 961

An easy, safe way for apartment buildings, gated communities and residents to receive deliveries.

American Fabrication

Booth 251

Located in Bakersfield, California, American Fabrication is the number-one stop for all of your steel fabrication and powder coating services.

Anchor Software LLC

Booth 615

Anchor Software provides comprehensive software solutions for direct mailing and marketing organizations, financial and insurance companies, government agencies, utilities, and any organization that maintains and enhances its own or other companies' lists. AnchorGateway Services will allow customers to expand their job processing to include multiple address correction, validation and enhancement processes on a per-job basis.

Arna Marketing

Booth 963

Arna Marketing Group, Inc is a woman owned company specializing in print and direct mail services.

Arnata

Booth 956

AI Agents for logistics industry. Hire AI agents to make your team superhuman. Trusted by leading enterprises and high-growth startups.

Arrive Logistics

Booth 352

They build technology designed to empower their people, not replace them. By automating processes and providing shippers and carriers with digital tools that make it easy to do business, our expert team can focus on service, problem-solving, and other work that requires a personal touch.

Association for Postal Commerce (PostCom)

Booth 938

The Association of Postal Commerce is a national association that represents those who use or support the use of postal commerce for business development.

Assurety Consulting and Solutions, Inc.

Booth 627

Mail.dat Software Solutions and Advanced Analytics - With deep US and international postal expertise, Assurety helps both postal agencies and commercial mailers move more mail at less cost.

Atlantic Tape & Packaging

Booth 560

Atlantic Tape & Packaging is the parent company of OAM Equipment and SME Equipment, both long-time suppliers of equipment solutions, service and supplies to the mailing industry. With their nationwide distribution network, they are proud to provide the highest levels of customer service, professionalism, and value to their customers.

Auctane

Booth 561

Auctane's software solutions power billions of shipments every year and enable businesses to manage complex logistic channels

with ease, optimizing their time, energy, and resources. Auctane brands include ShipStation, Stamps.com, Packlink, ShippingEasy, ShipWorks, ShipEngine, Endicia, Shippi, GlobalPost, and Metapack, with offices located globally in El Segundo, Austin, London, Madrid, Zielona Gora, and Atlanta.

Avery Dennison

Booth 235

Avery Dennison Corporation (NYSE: AVY) is a global materials science and digital identification solutions company. They are Making Possible™ products and solutions that help advance the industries they serve, providing branding and information solutions that optimize labor and supply chain efficiency, reduce waste, advance sustainability, circularity and transparency, and better connect brands and consumers. They design and develop labeling and functional materials, radio-frequency identification (RFID) inlays and tags, software applications that connect the physical and digital, and offerings that enhance branded packaging and carry or display information that improves the customer experience.

B&R Moll, Inc.

Booth 649

B&R Moll, Inc. is an industry leader of folder/gluers, rotary die cutters and tape applicators. Their solutions for self-mailers, commercial and package finishing equipment for digital and offset printers have helped sustain their longevity over the last 40 years as a USA manufacture. Specializing in straight line, partition, auto-bottom boxes, two directional work, presentation folders, key cards, courier envelopes...besides folding and gluing, these items can be rotary die cut (nickless) on their Moll FlexCut with inline stripping at 7,000hr.

Baesman Group

Booth 518

Baesman Group creates personalized marketing strategies to transform direct-to-consumer campaigns from One to Many to One to One through customer insights, marketing strategy, customer technology solutions, and personalized multichannel execution. They accelerate customer engagement and loyalty by helping clients leverage their customer data and deliver personalized messages in the right channel at the right time of their journey.

Bar W Guest Ranch

Booth 821

The Bar W Guest Ranch is ready to treat you to true Montana hospitality from the moment you arrive until long after the sun sets. Located in beautiful Northwest Montana and nestled between two pine-covered ridges in an idyllic setting at the base of Spencer Mountain. The Ranch is just a stone's throw away from the town of Whitefish, Glacier National Park, and the Glacier Park International Airport.

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BCC Software, a BlueCrest Company

Booth 737

BCC Software provides practical solutions for postal and direct mail professionals, helping improve efficiency, maintain compliance, and ensure high data quality. Their tools support a range of mailing needs, including presort processes, address management, mail tracking, and workflow automation, allowing businesses to simplify operations and enhance results. With decades of industry experience, BCC Software is recognized for dependable support and adaptable software that meets changing demands.

Big Joe Forklifts

Booth 953

Established in 1951, Big Joe is a customer-driven North American material handling equipment company. They distribute innovative products for in-between-handling applications, purpose-built counterbalanced lithium-ion forklifts, and market-leading autonomous solutions. Based in Madison, Wisconsin, they provide engineering expertise, customer service, aftermarket parts, and warranty support to their extensive dealer network and customers.

Bird Shippers of America

Booth 957

The Bird Shippers of America is an organization of mail order hatcheries that ship tens of millions of day-old poultry throughout the United States every year using the USPS.

Blackwood

Booth 951

Blackwood is a team of Solutions Architects focused on Cybersecurity and Data Analytics. Their products and services allow Government Agencies, Higher Education and Fortune 1000 commercial accounts to approach digital transformation with confidence.

Blue Cross Blue Shield Association - Federal Employee Program (FEP)

Booth 550

A trusted provider for 60 years. They've been committed to providing quality health care coverage to federal employees, retirees and their families since 1960. It's why 99% of their members stay with them year after year. You also get access to their Preferred provider network that includes more doctors, hospitals, and specialists than any other network. And you never need a referral to see a specialist.

BlueCrest

Booth 729

BlueCrest provides comprehensive data-through-delivery technology solutions, changing how business is done within the postal and parcel industry. The BlueCrest family of brands includes

Fluence Automation, BCC Software and Window Book providing a best-in-class suite of solutions including high-speed inkjet printers, inserters, and mail sorters, parcel automation, postal optimization and productivity improvement software, and parts and service.

Bowe Group

Booth 427

At BOWE Group, they are dedicated to providing secure, efficient, and flexible solutions for document and mail processing, plastic card mailing, letter sorting, and mixed mail sorting. With a focus on robotics and automation, they aim to optimize warehouse operations and enhance overall productivity. Bowe Systec provides secure, and mail sorting, ensuring optimized operations and enhanced productivity.

Cargo Jet Logistics

Booth 359

Cargo Jet Logistics is a leading 3PL provider in North America, specializing in drayage, truckload, LTL, and final mile shipping solutions.

Carney Direct Marketing

Booth 718

They specialize in utilizing outbound, postal direct mail campaigns to drive inbound, qualified calls that convert! Carney Direct Marketing provides insight to consumer and business marketers in industries that includes catalog, retail, publishing, insurance, fundraising, technology, service, children's and educational industries, and more. Whether your campaign is multichannel, traditional direct mail, telemarketing, digital, email or SMS, their professionals are ready to solve your marketing challenges.

Certified Mailing Solutions, Inc

Booth 730

Certified Mailing Solutions, Inc. (CMSI) is a software/web development company that provides mailing fulfillment services. CMSI combines the convenience of the Internet with the reliability of the product Certified Mail®. CMSI offers a wide range of services and options to meet all needs for First Class and USPS Special Services Mail. CMSI allows you to create, send and track the product Certified Mail® right from your computer with faster delivery, fewer errors and no trips to the post office.

Complete Mailing Lists LLC

Booth 761

Celebrating our 20th Year! CML offers hundreds of specialty Business and Consumer mailing lists that fulfill your most challenging postal, email, and telemarketing needs. Our unique, multi-sourced databases of occupations and professions are enhanced with more than 400 demographics and lifestyle selects,

allowing for endless targeted marketing possibilities. Complete Mailing Lists brings you the best of compiled and response mailing lists. We are known for exceptional data hygiene. Our constant cleansing and update processes raise quality and deliverability to a higher level. We push ourselves to provide the freshest and cleanest data possible.

Compu-Mail LLC

Booth 516

Compu-Mail is a mail communication and direct mail marketing production company with more than 40 years of experience focusing on helping businesses maximize their business and direct marketing goals. They pride themselves on a recent ownership transition that empowered women within their organization to take on additional leadership roles that aid in influencing and instituting change that includes championing diversity and inclusivity in the workplace.

CompX Security Products

Booth 661

CompX Security Products provides domestic component and hardware manufacturer for security products.

Continental Envelope

Booth 453

Continental Envelope is one of the largest independent envelope manufacturers in the Midwest. With their state-of-the-art facility they can deliver projects of almost any size and complexity. Their skilled in-house pre-press team can help you achieve striking results, whether yours is a simple one-color job or the most demanding multi-color design. Their complete array of technical capabilities and their strong, experienced production team can deliver envelopes in a wide variety of shapes, sizes and styles.

Countrywide Logistics

Booth 948

Countrywide Logistics is a versatile logistics company in Tampa, FL, that combines a broad range of services, advanced technology, and a strong customer focus to ensure efficient supply chain management and transportation solutions for its clients.

CPT Intelligent Technologies, Inc.

Booth 326

Return Mail presents a painful logistical and operational challenge, especially for companies with large volumes of outgoing mail. Organizations perform a significant amount of manual work to determine the reason a mail piece was returned, and then make additional manual efforts to update address information for future delivery attempts. With CPT's solution, you scan the envelopes, and their software will help you determine the intended recipient, the USPS's reason for return, and a forwarding address, if available.

Cribl

Booth 762

Cybersecurity is the top priority for the public sector as agencies, military, and educators face increasingly sophisticated cyber threats. With limited budgets and rising demands, public sector organizations need smarter ways to maximize their IT and security tools. Cribl delivers top-tier data processing solutions that ease compliance burdens, enhance cybersecurity, and significantly reduce log ingestion costs—empowering public sector entities to do more with less while staying ahead of evolving threats.

CrowdStrike

Booth 965

Powered by the CrowdStrike Security Cloud and world-class AI, the CrowdStrike Falcon® platform leverages real-time indicators of attack, threat intelligence, evolving adversary tradecraft and enriched telemetry from across the enterprise to deliver hyper-accurate detections, automated protection and remediation, elite threat hunting and prioritized observability of vulnerabilities.

Data-Pac Mailing Systems Corp.

Booth 927

Data-Pac is a provider of elite high quality American Made Mailing Systems and Solutions. Products include weigh in motion mailing systems, batch mailing systems, the Digital Inserter Base and the Advanced Curve that reads and process mail for postal discounts. Their newest product offering is the Summit Series High Speed Digital Inserter Base for production inserting systems. Their products and associated software are designed with the highest degree of technology and the lowest ink cost in the industry.

Delivery Technology Advocacy Council (DTAC)

Booth 938

DTAC is a member driven organization who has focused on driving advances in postal and transportation technologies across the supply chain.

Designed Conveyor Systems (DCS)

Booth 329

Designed Conveyor Systems (DCS), founded in 1982, is a brand-agnostic systems integrator that provides custom full-scale warehouse designs and software solutions. DCS is based in Franklin, Tennessee, and utilizes consulting, engineering design, project management, installation services, and client support to help our customers deliver on time.

Diamond Envelope Corporation

Booth 526

Diamond Envelope Corporation is a custom-designed envelope manufacturer.

Digital Print, Inc.

Booth 849

DPI offers the Hawk M7. It is an amazing inkjet addressing system with the ability to print on the widest range of stocks, UV coatings and poly to bond paper with one ink. The M7 is designed to accommodate the needs of both large and small mailing operations. Capable of in-line and offline addressing applications, the feature rich system offers downstream stacker controls, variable pdf or graphics, stitch free 4.25" to 22" print area, and its LED UV inks cure instantly on plastic, coated stocks and polywrap. DPI's SmartStacker feature enables the system to run in-line with stitchers and perfect binders delivering bundles meeting USPS specifications.

Digitalized Software

Booth 522

Digitalized Software is a team of mailing industry experts focused on developing software solutions for today's modern mailroom. Their mission is to enable mailroom teams and personnel to add value to their organizations through optimizing inbound and outbound communications.

Direct Logistics

Booth 354

Direct Logistics has been successfully handling business-critical mail-as-freight for over 20 years, and they're ready to help your company transform freight, shipping and logistics into a positive, reliable experience.

DirectMail2.0

Booth 524

DirectMail2.0 is a marketing-based solution designed to seamlessly track the effectiveness of direct mail campaigns while enhancing the results through the integration of digital platforms. Their marketing platform is designed as an Omnichannel Marketing approach. Turn a single mail piece impression into multiple repetitive impressions to the same audience across multiple platforms. 80% of conversions, sales, donations, or in political "the vote" occur between the 8th and the 12th touch.

DLZ Florida LLC

Booth 355

DLZ Florida LLC is an architecture and engineering firm serving both public and private clients. They provide a depth of services to a range of market sectors. As a minority-owned architecture and engineering firm, DLZ is dedicated to providing solutions that save their client's money, improve operations, and solve problems.

DNI Corp

Booth 566

DNI's printing, mailing, and digital delivery services are consistent, responsive, and transparent, so you can get the right message to the right customer or prospect at the right time. DNI offers fully

outsourced solutions as well as a disaster recovery and business continuity programs allowing you to protect your staff for planned and also unexpected disruptions. They will provide you with an overflow facility that will perform a small percentage of your work regularly.

Double Envelope

Booth 223

Double Envelope specializes in the manufacturing of commercial, custom printed and specialty envelopes for the transactional and direct mail industries.

EAM-Mosca Corp.

Booth 327

EAM-Mosca strapping and strapping machines for the mailing industry deliver the power and performance necessary to confidently transport bins, trays, cartons, and full pallet loads safely and securely. EAM manufactures an impressive line of direct-mail strapping equipment built to handle demanding applications, including manual and automatic machines. Presented with a challenging application, the EAM team can create a strapping system built around specific and unique needs to provide for maximum productivity and greater efficiency.

EasyPost

Booth 512

EasyPost is a technology leader that provides innovative solutions to today's shipping challenges for retailers, ecommerce brands, fulfillment providers, and online marketplaces. Leveraging a best-in-class shipping API, on-premise or private cloud shipping solution, data analytics dashboard, and consulting services, The modern multi-carrier shipping platform removes the technical complexities of logistics to make shipping more simple, efficient, reliable and sustainable.

Easyship

Booth 356

Easyship is a leading eCommerce shipping platform that enables frictionless shipping and fulfillment for businesses of all sizes. Their innovative software provides the trusted tools to fulfill orders, scale growth and elevate customer experiences in any country. Easyship simplifies all things shipping into a single integrated dashboard, making it the favorite shipping platform of 100,000+ global merchants.

Eco-Mail, Inc.

Booth 456

Learn more about EcoMail's industry leading digital mailroom hub that is currently serving over 50% of the top 15 financial institutions, as well as energy companies, insurance providers, accounting firms, healthcare providers, non-profits, and local government agencies. EcoMail has a long history of providing strategic digital mailroom solutions aligned with the visions of

their diverse Fortune 1000 client base. Discover how their secure and scalable digital mailroom converts physical content into potent digital assets. Their current clients leverage EcoMail as their digital hub, incorporating not just physical mail but also emails and faxes into the system.

EMA and EMA Foundation for Paper-Based Communications

Booth 945

EMA is the leading advocate and resource for the envelope manufacturing industry, fostering innovation, collaboration, and sustainable growth in an evolving marketplace.

Engineering Innovation, Inc.

Booth 749

Engineering Innovation, Inc. (Eii) continues to set the standard for automated parcel and mail processing. Since 2006, the company has grown from a three-person startup to a team of over 70, delivering cutting-edge sorting solutions that improve efficiency, accuracy, and cost savings for mail and parcel operations of all sizes.

Esri (Environmental Systems Research Institute, Inc.)

Booth 556

Esri, the global leader in GIS software and location intelligence, helps customers unlock the full potential of data to improve operational and business results. Esri software is deployed in more than 350,000 organizations globally and in over 200,000 institutions in the Americas, Asia and the Pacific, Europe, Africa, and the Middle East, including Fortune 500 companies, government agencies, nonprofits, and universities. Esri has regional offices, international distributors, and partners providing local support in over 100 countries on six continents.

Eve International Logistics

Booth 227

Eve International Logistics is a third-party logistics company focused on delivering fast and efficient supply chain solutions by using their innovative technology, knowledge, and large carrier network. They aim to provide reliability and peace of mind to their customers and carriers.

Everest Transportation Systems

Booth 655

Everest Transportation Systems, established in 2015, is a pioneering freight brokerage firm focusing on over-the-road surface transportation. With headquarters in Chicago, IL, and a significant operational presence in Krakow, Poland, Everest has rapidly emerged as a high-growth player in the logistics industry. Key Highlights: Innovative Organizational Design; Client-Centric Go-to-Market Model; Comprehensive Service Portfolio

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Firstlogic Solutions LLC

Booth 417

Firstlogic delivers the Firstlogic Data Quality (DQ) Suite and the SAP Data Services (DS) Platform software to data-driven companies. The proven performance of both batch and real-time software can be deployed on-premise and in private cloud environments, including AWS and Azure.

FourKites

Booth 229

As the leader in AI-driven supply chain transformation, FourKites pioneered the Intelligent Control Tower™ powered by the world's largest real-time visibility network. Their platform creates comprehensive digital twins of your supply chain with AI-powered digital workers to automate resolution, improve collaboration and drive outcomes across all stakeholders. Unlike traditional control towers, they enable true real-time execution and intelligent fulfillment, transforming both your supply and customer-facing operations.

FP Mailing Solutions

Booth 321

At FP Mailing Solutions, they are passionate about providing high-quality mailroom solutions that enable businesses to communicate more efficiently. As the fastest-growing mailing solutions provider in the US, they believe their success comes from valuing their customer's needs and delivering high-quality products, services, and support. They offer a full range of innovative mailroom, digital, and shipping solutions designed to not only streamline business but to grow to fit expanding businesses' needs as well.

Freedom

Booth 431

Freedom is one of the largest privately held direct mail companies in the United States, with four manufacturing facilities strategically located throughout North America. Specializing in the production of loyalty & acquisition direct mail programs, Freedom offers "inline" & "offline" traditional and 4-color fully-variable digital printing, in-house lettershop, extensive personalization capabilities, mailing services, in-house commingling, logistics, and multi-channel marketing solutions supported by a proprietary client interface & campaign management technology platform.

FX Logistics LLC

Booth 231

FX Logistics has built strong relationships with thousands of carriers across the United States. They use A-list carriers to move your freight – the same carriers they use to move US government freight, which are vetted to a higher level (standard). They have instant access to a fleet of over 80 trucks and have built tight-knit partnerships with other carriers across the country.

GEHA (Government Employee Health Association)

Booth 228

GEHA is a self-insured, not-for-profit association providing medical and dental plans to federal employees and retirees and their families through the Federal Employees Health Benefits program and the Federal Employees Dental and Vision Insurance Program. GEHA provides benefits to more than 2 million people worldwide.

GH Logistics LLC

Booth 554

At GH Logistics, they are more than just a freight company—they are your logistics partner. Trust them to manage your freight with the professionalism and care it deserves, ensuring your success with every shipment.

GitLab

Booth 656

GitLab is The DevOps platform that empowers organizations to maximize the overall return on software development by delivering software faster and efficiently, while strengthening security and compliance. With GitLab, every team in your organization can collaboratively plan, build, secure, and deploy software to drive business outcomes faster with complete transparency, consistency and traceability.

GrandShipper

Booth 748

GrandShipper is a web-based USPS Shipping Software. As an approved Connect eCommerce vendor of the USPS, they provide customers below Commercial Rates for both domestic and international shipments.

GrayHair Software LLC

Booth 629

GrayHair Software is a dynamic data and software service company with over 20 years experience providing analytics and insights. They excel in solving data-related challenges, offering comprehensive solutions for many Fortune 100 companies. As the leading consumer and provider of postal data, they manage over 150 billion data points and track over 25% of all U.S. postal mailpieces annually.

ICS Corporation

Booth 449

In 1965, Instant Copy Services (ICS) was founded as a small print and copy facility in Philadelphia, PA. Now celebrating 60 years, ICS has grown into a company that elevates and supports some of today's largest mailers. ICS operates out of a magnificent state-of-the-art 250,000-square-foot facility in West Deptford, NJ. More than mail, ICS offers a complete suite of creative development and production services — from strategic planning through the creative process and into project execution — and manages multi-platform marketing campaigns with agency-like precision and expertise.

Insight Public Sector

Booth 663

Achieve your mission. Serve your community. Whether you're a government agency or educational institution, your people depend on you. Be ambitious with end-to-end technology solutions built for a rapidly changing, digital world.

International Mailers Advisory Group (IMAG)

Booth 937

IMAG represents U.S. based international mailers and shippers. Its primary mission is to reduce barriers to the movement of information and goods across borders.

Intralox LLC

Booth 743

Intralox is a leading sortation equipment provider dedicated to creating economic value for customers by solving the Material Handling Industry's toughest challenges. Their extensive portfolio of solutions powered by Activated Roller Belt™ (ARB™) technology offers enhanced technical performance as well as reliability and simplicity for easy installation and maintenance. Trusted by both integrators and end users, Intralox has thousands of installs globally.

IPCMobile

Booth 528

With millions of solutions deployed over a 28 year history, IPCMobile is committed to delivering best-in-class hardware and software solutions to help businesses realize omnichannel operations including data capture, secure mobile payments, inventory control, UHF RFID, bar-code scanning, personalized guest experiences and much more.

ITF GROUP LLC

Booth 253

ITF GROUP is an Asset-based 3PL provider that offers a comprehensive supply chain solution suite: Transportation Solutions, Logistics, Ocean & Air Freight Services, Warehousing & Storage, Distribution & Fulfillment.

ITS Logistics

Booth 918

ITS Logistics is one of North America's fastest-growing, asset-based modern 3PLs, providing solutions for the industry's most complicated supply chain challenges. With a people-first culture committed to excellence, the company relentlessly strives to deliver unmatched value through best-in-class service, expertise, and innovation.

J.B. Hunt

Booth 249

With 60 years of industry experience, J.B. Hunt has grown from five trucks and seven trailers to a Fortune 500 company providing a variety of services for customers throughout the continental United States, Canada, and Mexico. Their company's technology solution, J.B. Hunt 360°, is leading the industry as a digital freight matching platform and changing the way carriers and customers collaborate and do business.

Johnson & Quin, Inc.

Booth 426

Johnson & Quin, Inc. specializes in the latest direct mail production technologies including high-speed full color inkjet printing in combination with expert postal optimization and mailing services to achieve the lowest postage and delivery costs. J&Q offers creative services, data services, digital personalization and printing, high-speed folding, card affixing and inserting, as well as certified data security. J&Q excels at high volume complex projects requiring personalized and variable data printing.

Kenmore Envelope Company, Inc.

Booths 467

Kenmore Envelope proudly serves the direct mail market with the latest technology and the highest quality envelopes. Operating 24/7, they are an industry leader producing over one billion envelopes annually. They are a full service production facility from pre-press through shipping. Their very responsive sales and account management teams, our high-quality and our rapid production cycles all promote our impressive customer retention rate.

Kern, Inc.

Booth 513

Over these last 76 years, Kern has grown from a small company in Konolfingen, Switzerland to an industry leader, with operations in more than 50 countries around the globe. While it originally dominated within the mail inserter industry and still does today, Kern understands the need to adapt to the demands of its customers. As the industry changed, so has Kern...expanding their portfolio to include card affixing (K90, K91, and Card Sorter), and volume optimizing packaging systems (PackOnTime 2box) that utilize dynamic document management software solutions customized to each customer's specifications.

Key Systems, Inc.

Booth 837

Ensure the security and safety of your company with KSI – the industry leader in asset management. They understand that your facility's security is of the utmost priority, thus they make their priority to design products to fit your needs. Their products are engineered and manufactured to protect, monitor, and track important assets for organizations across multiple industries.

Kustom Printing Products

Booth 853

Kustom Printing Products is a service and sales company that offers parts, supplies and rebuilt equipment to the mailing industry.

LS Direct

Booth 925

LS Direct is the leader in digitally driven direct mail. Their dynamic marketing technology provides the ability and speed to send highly personalized, intent-driven programmatic direct mail to convert prospects and website visitors, retain customers and reactivate lapsed buyers. They are the trusted one-stop partner for predictive analytics, creative services, printing, mailing, and business intelligence.

Mac Paper Converters, Inc.

Booth 237

Mac Paper Converters, Inc. provides stock and custom envelopes that include up to 4 Color Process printing and spot coatings.

MackayMitchell Envelope Company

Booth 724

MackayMitchell Envelope Company has become one of the nation's largest envelope manufacturing corporations, now creating five billion envelopes per year in two facilities. They're in the business of providing timely and economical solutions, and their Sales Representatives and Customer Service staff are highly experienced direct mail professionals. They take pride in taking very good care of their clients.

Magnets 4 media, Powered by The Magnet Group

Booth 623

The Magnet Group is the largest advertising magnet manufacturer in the country. They deliver top quality magnetic and promotional products that give your advertisers the opportunity to increase the life of their message. By consistently implementing technological advances, their turn times and price points are the best in the country!

Mail-Gard

Booth 334

At Mail-Gard®, critical communications business continuity, disaster recovery, and print-to-mail outsourcing services for

overflow work have protected Fortune 1000 companies, local industries, and state and federal customers from serious business interruptions since 1996.

Mailers Hub

Booth 815

Mailers Hub currently is the only national organization exclusively serving the commercial mail producer community, including printers who mail and mailers who print, as well as in-house mail producers and advisors to the trade. Their sole purpose is to provide training, information, and support on mailing, postal, and related issues to all companies, regardless of the class or category of hard copy mail they produce.

Mailing Systems Technology/PARCEL Media

Booth 720

Mailing Systems Technology Magazine is the definitive source of information for the savvy manager who wants to slash costs and improve customer service. Editorial emphasis is on the low to mid-volume mail center processing less than 750,000 per month with focus on automating mail piece automation, improving efficiency and productivity. Each issue contains articles on best management practices, new technology, implementing operational strategies and problem solving.

Mantissa Corporation

Booth 322

Mantissa Corporation is a manufacturer of high speed loop sorters for unit sortation, specializing in their line of Tilt Tray and Cross Belt sorters. Mantissa provides Turn-Key solutions, for a wide range of customers and applications, such as E-Commerce, Parcel, Retail/wholesale, and Manufacturing. Based in Charlotte NC.

Marketbridge

Booth 428

Seeking Informed Delivery solutions to increase your marketing ROI within this amazing channel? Seeking all promotion discounts but are concerned with the people resources that will take?

Marketbridge has launched a comprehensive pre-mailing workflow designed to make it fast and easy. This workflow is integrated into their WebTrack platform that already delivers best-in-class mail tracking, postage analytics services, and undeliverable mail solutions.

MBA CSI

Booth 335

MBA CSI delivers human capital to the US Postal Service in support of the US Postal Service 'Delivering for America.' MBA CSI was founded in 1999 and is a privately held company headquartered in Chantilly, Virginia. They have 400 employees in 40 nationwide locations.

MCT - Marketing Card Technology

Booth 454

MCT provides full-service direct mail production, helping organizations employ the power of direct mail to achieve their customer acquisition and retention goals. Beyond in-house card production, MCT offers state-of-the-art full-color, roll-fed digital form printing, high-speed inserting, 3-way match at insert, and much, much more. U.S.-based, founder managed, and minority-owned. Let MCT handle your next direct mail project!

MegaCorp Logistics

Booth 236

MegaCorp Logistics is an award-winning, full-service, logistics company founded by the Legg Family in 2009. At MegaCorp they specialize in full and less-than-truckload shipments. Whether it's dry van, temp-controlled, flatbed, specialized, drayage, intermodal, LTL, ocean, or air freight, they've got you covered. Our expert teams specialize in shipping specific commodities from most sectors of the US economy including, but not limited to: food, manufacturing, retail, government, textiles and metals/building materials.

Midwest Direct

Booth 817

Midwest Direct is SOC2 Type II and operates from Cleveland, OH and Pittsburgh, PA. With a legacy of excellence and innovation, they specialize in providing full-service data processing, printing, and mailing solutions designed to streamline operations and maximize efficiency. As one of the largest First Class and Marketing letter sorting commingler to personalized direct mail strategies, they empower businesses to connect with their audiences while optimizing costs and delivery times.

Moore

Booth 752

Moore is a data-driven constituent experience management (CXM) company achieving accelerated growth for customers through integrated supporter experiences across all platforms, channels and devices. They are an innovation-led company that is the largest marketing, data and fundraising company in North America serving the purpose-driven industry with customers across education, association, political and commercial sectors.

Morgan Olson

Booth 765

Morgan Olson is the leading walk-in step van and work truck delivery body manufacturer in North America, with a vast portfolio of customers serving a multitude of vocations and delivery applications. The primary industries served by Morgan Olson's iconic step vans and work truck bodies are mail, parcel package, and home delivery. Almost everything ordered on-line is delivered to millions of businesses and homes daily by Morgan Olson Work truck bodies.

NACUMS

Booth 943

The National Association of College and University Mail Services (NACUMS) is a non-partisan, nonprofit organization dedicated to serve the interests of college and university mailers.

National Association of Presort Mailers

Booth 942

The National Association of Presort Mailers is a diverse group of mail service providers and mailing industry vendors. NAPM is focused on member education, advocacy, and business growth.

National Graphics

Booth 959

Since 1980, NATIONAL GRAPHICS has been a recognized leader among direct response printers, producing letters, continuous forms, brochures, liftnotes/buckslips, cards/inserts, newsletters, greeting cards, pads, calendars and booklets from one to ten colors. Their NATIONAL DIRECT division handles full packages from printing through mailing. They are a financially stable, debt-free company.

National Star Route Mail Contractors Association

Booth 666

Since 1935, the National Star Route Mail Contractors Association (NSRMCA) has represented and advocated for the interests of transportation companies that contract with the United States Postal Service. These transportation companies are the backbone of the United States Postal Service's surface transportation network, enabling efficient delivery to 161 million locations daily Monday through Saturday.

Nissha Metallizing Solutions

Booth 552

Nissha Metallizing Solutions (NMS) is the world leader in the production of coated metallized paper for flexible packaging, envelopes and labels. Metallized paper is a sustainable alternative to foil or film. It is used in the production of functional barriers, cosmetic & promotional packaging, envelopes and labelling for major brands. NMS serves the food, beverage, consumer packaging goods, and entertainment industries. It supplies its innovative products to customers worldwide from production sites in the United States (Franklin), Belgium (Genk), Italy (Casalgrasso), Germany (Berlin), and Brazil (Osasco).

Notifii

Booth 232

Notifii provides a package tracking software and package lockers.

NPF Charging Station

Sponsored by Google Public Service

Booth 263

The NPF Charging Lounge is a place to take a break and power

up your devices. Sponsored by: Google Public Sector -- helping federal, state, and local governments empower their workforce and improve the lives of their constituents with their secure, interoperable, intelligent platform. Whether your organization is looking to build new applications in the cloud or transform your current infrastructure, they can help modernize service delivery to focus on your mission.

NPF Refresh Lounge - Desserts and Beverages and Reception Fare

Booth 213; 913

Plan to have coffee and desserts in the two corners of the Exhibit Hall on Monday and Tuesday. Dessert and Beverages Sponsored by: Cisco Systems, Confluent, Engineering Innovation Inc., FLS Transportation Services, Fives Intralogistics Corp., ITF Group LLC, Lorton Data, Inc., One Holding Corporation, Peraton, Sepire, Smurfit Westrock Packaging Solutions, Tension Corporation.

NPF Relaxation Station

Sponsored by CDW Government LLC 

Booth 863

Take the opportunity to rest and recharge with a professional Seated Massage or therapeutic foot massage. Sponsored by CDW Government

CDW is a leading provider of integrated information technology solutions to government, education and healthcare organizations. The company features dedicated account managers who help customers choose the right technology products and services to meet their needs. The company's solutions architects and engineers offer expertise in designing customized solutions, while its advanced technology engineers assist customers with the implementation and long-term management of those solutions. Areas of focus include mobility, security, cloud, data center and collaboration. For more information about CDW product offerings, procurement options, services and solutions, call 1.800.808.4239 or visit CDWG.com/federal.

NPI

Booth 843

NPI has been designing leading-edge automated sorting systems for over 40 years. They set the standard for affordable, high quality, high speed, low maintenance systems, while meeting the highest expectations in automated parcel and letter sorting. Their exclusive technology can be configured into a number of modular designs to meet specific customer requirements for labor, floor space and cost. Additionally, It's their mission to provide best in class hardware and software support to assist companies in optimizing their processing efficiencies.

Omnimed CT, LLC

Booth 728

Their healthcare and wellness consulting company works closely with the postal industry by offering specialized services that improve the health and wellness of postal workers, streamline employee well-being programs, and enhance operational efficiency. They provide tailored wellness initiatives that address the unique physical and mental challenges faced by postal employees, such as stress management, ergonomics, and injury prevention.

One Holding Corporation

Booth 350

One Holding Corporation provides trucking automation, software, consulting, management, payroll services, freight management and brokerage.

OPEX Corporation

Booth 313

OPEX is the industry leader in document and mail automation, partnering with clients around the world to help streamline processes, and setting the standard for operational efficiency.

Orozco Trucking

Booth 764

Orozco Trucking was established in 1995 and has over 25 years of experience in the trucking and logistics industry. They specialize in providing climate controlled, dry freight, less than truckload (LTL), intermodal and flatbed service throughout the lower 48 states.

OSM Worldwide

Booth 633

OSM Worldwide is a nationwide eCommerce and direct-to-consumer parcel expeditor offering two- to five-day delivery for 98% of shipments. OSM harnesses the power of its OSM Premium Network® to optimize middle-mile processes. Through advanced technology, streamlined transportation routes and a strategic last-mile partnership, packages are delivered quickly, reliably and cost-effectively.

PackageX

Booth 952

PackageX automates data entry and manual logistics processes for receiving, inventory, and fulfillment in buildings, warehouses, and stores. It uses advanced AI scanning, flexible bolt-on apps, and APIs to drive exceptional workforce productivity, fulfillment efficiency, and real-time visibility.

Palo Alto Networks | Blackwood

Booth 951

Palo Alto Networks, the global cybersecurity leader, is shaping the cloud-centric future with technology that is transforming the

way people and organizations operate. Their mission is to be the cybersecurity partner of choice, protecting their digital way of life.

Path2Response

Booth 860

Path2Response is an award-winning, data-driven marketing company that helps businesses and nonprofit organizations optimize direct mail marketing to reach responsive audiences and improve their ROI. They combine an experienced team with untapped data sources, the latest open-source technology, and cutting-edge data science to deliver transformative results.

PCI

Booth 719

Founded in 1984, Postal Center International® (PCI®) is a leading provider of print, mail, fulfillment, signs, and marketing solutions. Under the leadership of President & CEO Ismael Diaz since 2006, the company has become one of the nation's largest transactional printing, postal, and mail processing service organizations. With over 520 associates and annual sales surpassing \$500 million, PCI operates in Florida, Texas, and New England, serving enterprise clients in diverse industries nationwide.

Pioneer Direct Marketing

Booth 725

Pioneer is a full-service mail shop that operates out of Louisville, KY. Their goal is to help their customers and partners create and deliver the best mail piece and to derive the greatest response possible. They are able to achieve this through their 20 years of experience in the niche Autopen industry and their dedicated staff. They utilize a network of thousands of independent contractors to perform insertion services for their select nonprofit and for-profit customers.

Pitney Bowes

Booth 349

Pitney Bowes (NYSE: PBI) is a technology-driven company that provides SaaS shipping solutions, mailing innovation, and financial services to clients around the world – including more than 90 percent of the Fortune 500. Small businesses to large enterprises, and government entities rely on Pitney Bowes to reduce the complexity of sending mail and parcels.

Postal Advocate, Inc.

Booth 657

Postal Advocate is a managed service provider of mail audit and recovery services that manages the mailing and shipping spends for some of the largest organizations in North America. Their mission is to make it easy for our clients to manage their mailing and shipping costs and to find savings they could not find on their own.

Postal Customer Council Advisory Committee

Booth 936

The PCC mission statement is to foster a close working relationship between the USPS and Commercial Mailers.

Postal Products Unlimited

Booth 613

Postal Products Unlimited offers the most comprehensive selection of mail-related supplies and equipment in the industry today. Stop by their booth and pick up a free copy of the following catalogs: Postal Unique Equipment and Supply Catalog and Postal Uniform Catalog for the United States Postal Service, Mail Center/ Distribution Center Equipment Catalog for Commercial and Federal Customers, Mailboxes and Postal Specialties Catalog featuring USPS-approved mailboxes, Packaging and Shipping Supplies Catalog.

Postal Source

Booth 413

Learn how Postal Source can help provide customized solutions for your business to manage documents, optimize shipping and take back control of inbound communications and parcels.

Pratt Retail Specialties LLC

Booth 567

Pratt Retail Specialties, LLC -- 100% Recycled Direct Manufacturer of Corrugated and Plastic Materials.

PreSmart Solutions

Booth 929

PreSmart Solutions is a web-based SaaS platform designed to dramatically reduce the number of Undeliverable as Addressed (UAA) mail pieces that cost mailers an estimated \$20B annually, by providing an easy-to-implement self-service platform that integrates into existing workflows to boost efficiency while reducing overall mailing costs. Customers see immediate results through a custom dashboard that displays list analytics, year-to-date cost savings, industry benchmarks and carbon footprint avoidance.

Print Reach

Booth 914

Print Reach is the industry leader in print management and all-in-one web-to-print software ELEVATING PRINT SHOPS EVERYWHERE.

Prize Drawing Station #1, 2, 3

Front of Hall, 234, 967

One lucky winner will be chosen daily to win a \$500 American Express Gift Card. Make sure you scan your badge each day at all three Prize Drawing Stations to be eligible for that day's drawing. Sponsored by: Confluent, Energy Logistics Management LLC, GrandShipper, Mail-Gard, Mailers Hub, TEC Mailing Solutions LLC, Taylor Print & Visual Impressions, WEL Logistics, Inc.

ProShip, Inc.

Booth 238

ProShip's suite of leading multi-carrier shipping software solutions empower businesses of all sizes to simplify parcel and LTL workflows, automate shipping tasks, and take complete control of their shipping strategy. As a premier logistics technology provider exclusively dedicated to shipping software solutions, ProShip is committed to delivering powerful shipping software today and into the future. Trusted by leading brands.

QTrak

Booth 357

QTrak is a logistics software company that provides cost-effective and easy-to-use solutions for optimizing the tracking and fulfillment of assets and tasks within your building or across your campus. They offer configurable tools and seamless integration capabilities, enhancing visibility into internal logistics, improving efficiency, and ensuring compliance.

Quadient

Booth 519

Quadient is the driving force behind the world's most meaningful customer experiences. By focusing on four key solution areas including Customer Experience Management, Business Process Automation, Mail-related Solutions, and Parcel Locker Solutions, Quadient helps simplify the connection between people and what matters. Quadient supports hundreds of thousands of customers worldwide in their quest to create relevant, personalized connections and achieve customer experience excellence.

Raven Cargo

Booth 255

Raven Cargo is a technology-driven logistics provider specializing in tailored transportation solutions. With expertise across all modes of transport, they deliver seamless, efficient, and customized shipping solutions to meet the unique needs of our customers. Raven Cargo's commitment to innovation and reliability ensures that every shipment is handled with precision and care.

RDS Logistics

Booth 920

RDS Logistics provides both asset and non-asset transportation services. RDS is a 44 year-old brand based in the heart of Southern California. Their portfolio of services includes IM Drayage, Yard Management, Local/Regional Truckload, and a Nationwide Brokerage service offering.

Rexel Energy Solutions

Booth 922

Rexel Energy Solutions is a niche provider of energy optimization and electrification solutions focused on lighting, controls, EV charging, battery storage, solar PV and HVAC solutions for ESCOs, Utility-driven programs and energy retrofits. When collaborating with RES, they will provide high quality energy efficiency solutions from the best manufacturers, while saving you time, improving performance, and offering the support you need to help you grow and maintain a profitable business.

RFX, LLC

Booth 361

RFX is a global logistics provider specializing in freight solutions across all modes of transportation. With 72 years of experience, they leverage our own assets first before utilizing our extensive carrier network to ensure efficiency and reliability. Their expertise spans freight brokerage, carrier management, and customized logistics strategies, delivering cost-saving solutions tailored to the customers' needs. They provide cutting-edge technology, market intelligence, and operational excellence to navigate the ever-changing logistics landscape.

Ricoh USA, Inc.

Booth 958

An Information management and digital services company, we bring together services, technology, and people to solve information and operational challenges. We consult with our clients and then work together to determine the right combination of tools, and services to unlock to power of their information.

RISO, Inc.

Booth 726

RISO, Inc. stands as a subsidiary of RISO Kagaku Corporation, a renowned Japanese entity specializing in high-speed, cut sheet inkjet printers tailored for high volume production setups. RISO's compact, high-volume printers utilize a heatless imaging process, surpassing larger and more complex printing methods. Notably, RISO's oil-based printing technology offers significant advantages over both toner ink and water-based ink systems. It provides rapid, cost-effective, and environmentally friendly cut-sheet color inkjet output, achieving speeds of up to 320 images per minute.

RWB Trucking LLC

Booth 564

RWB Trucking is a family owned and operated logistics brokerage (3PL) based in Chicago, IL. They service the United States & Canada and specialize in Full Truckload - Over the Road Shipments. Their attention to detail, strict carrier qualification process, load tracking, and clear & honest communication allow us to handle

our customers' logistics needs seamlessly. In addition, their #1 goal always is to provide the highest level of service, 24/7, 365. Whether it is refrigerated, dry van, drayage, tanker, or flatbed, RWB has you covered!

Ryder Truck Rental

Booth 423

Ryder System, Inc. (NYSE: R) is a leading logistics and transportation company. It provides supply chain, dedicated transportation, and fleet management solutions, including warehousing and distribution, e-commerce fulfillment, last-mile delivery, managed transportation, professional drivers, freight brokerage, full-service leasing, maintenance, commercial truck rental, and used vehicle sales to some of the world's most-recognized brands. Ryder provides services throughout the United States, Mexico, and Canada.

Salesforce

Booth 226

Salesforce, the #1 CRM, is enabling federal/national agencies around the world to modernize government service. Salesforce for Federal/National Government allows you to boost productivity with easy automation tools, improve mission outcomes with smart insights, and create connected constituent journeys on a single secure platform. They lead with their core values of trust, customer success, innovation, equality, and sustainability, and they are proud to be recognized as a leader in innovation, culture and philanthropy.

Scentsphere LLC

Booth 532

Scentsphere is a scent marketing agency that specializes in scented coatings, varnishes and label products to help their clients feature the fragrance of their products or to feature experiential or seasonal fragrances in various media, including direct mail.

ShipShapes

Booth 429

ShipShapes™ brand Customized Market Mail (CMM) will capture your attention and create a response. Now let it do the same for your customers. The results speak for themselves. Previous ShipShapes™ direct mail campaigns have experienced dramatic increases; as much as 300% over traditional direct mail, in response rates. Creativity does not stop at CMM for ShipShapes™. They are continuously developing and obtaining USPS approval for innovative direct mail pieces including the addition of their Patented ClearCard™ plastic postcard automated flats with snap-off cards, coupons, and peel-outs.

Smarty **Booth 924**

Slash mailing costs, boost your marketing mojo, delight your customers, and more—all with Smarty's address data solutions. From address verification and autocomplete to rooftop geocoding and address data enrichment, you get easy implementation, lightning-fast processing speed, pinpoint data accuracy, and rock-solid reliability with Smarty.

Smurfit Westrock Packaging Solutions **Booth 340**

Victory Packaging began as a moving and storage company in 1976 and they're as driven to helping you grow now as they were then. They are built on relationships, and their dedicated sales reps know you, work with you and make it simple to get the equipment and supplies you need to keep your trucks on the road.

SnailWorks **Booth 458**

SnailWorks™ provides cutting-edge mail tracking services, Informed Delivery® advertising services, political mail tracking and digital marketing support. Their white label reseller platform is designed for printers and mailers providing their clients with easy-to-use in-depth reporting. Compatible with major presort software and multiple Mailer IDs. Real-time tracking with professional support.

SOTI **Booth 455**

SOTI is a proven innovator and industry leader for simplifying business mobility solutions by making them smarter, faster and more reliable. With SOTI's innovative portfolio of solutions, organizations can trust SOTI to elevate and streamline their mobile operations, maximize ROI and reduce device downtime. Globally, with over 17,000 customers, SOTI has proven itself to be the go-to mobile platform provider to manage, secure and support business-critical devices.

Southeastern **Booth 463**

Southeastern Printing is a full service HiTrust certified commercial print, mailing, ecommerce and fulfillment service provider specializing in partnering with clients to engineer customized solutions that create differentiation in the market place.

Southern Mail Service **Booth 257**

Southern Mail Service is a transportation logistics company dedicated to providing superior personalized service at a competitive price while maintaining a business culture developed around customer satisfaction.

Southworth International Group, Inc.

Booth 750

Southworth Products Corp is the world's largest manufacturer of ergonomic materials handling equipment for vertical lifting and work positioning, designed to improve worker productivity while reducing the potential for worker injuries. Whether you're lifting and positioning work, handling pallets, working with parts in containers or transporting loads, Southworth has a lift table, pallet positioner, pallet lifter, container tilter, portable lift table or stacker to make the job faster, safer, and, easier.

SPC

Booth 619

Specialty Print Communications (SPC) is an award-winning, single-source direct marketing resource for national marketers. As a family-owned business, they apply an entrepreneurial and collaborative approach to every program to help ensure the opportunity to impress you again in the future. They offer a full-spectrum of capabilities and expertise in direct mail, loyalty kits, card issuance, hybrid print production, in-line printing, digital imaging, lettershop, postal logistics, and digital brand execution.

SpeedX

Booth 950

Your last-mile delivery provider, setting new standards through speed, flexibility, and technology.

Splunk

Booth 949

Splunk helps make organizations more resilient. Leading organizations use their unified security and observability platform to keep their digital systems secure and reliable. Organizations trust Splunk to prevent security, infrastructure, and application issues from becoming major incidents, absorb shocks from digital disruptions and accelerate digital transformation.

Strategy

Booth 348

They provide cloud-native, AI-powered enterprise analytics software to thousands of global customers, and leverage 35+ years of software expertise to explore innovation in Bitcoin applications. Strategy believes the combination of our operating structure, Bitcoin strategy, and focus on technology innovation provides a unique opportunity for value creation.

Summit Direct Mail

Booth 714

Summit Direct Mail produces direct mail campaigns that incorporate Marketing Automation (Email, SMS), List, Creative, Digital Print, and Personalized URL to generate online leads. They offer End to End Direct Marketing solutions that start with Lead Generation through ecommerce fulfillment. Ask about their new web to print portals for resellers.

SupremeX

Booth 425

SupremeX' Packaging Solutions include ecommerce packaging, custom boxes, labels and custom envelopes. As a top envelope supplier and packaging company in North America, their team will work with you to create a custom packaging solution that meets all your needs and provide an outstanding representation of your brand. Your packaging solutions should cater to your business; they develop custom boxes and custom envelopes using innovative ideas to deliver your branding message.

Sylvamo

Booth 451

The future of paper deserves a company committed to the success of the entire ecosystem. Their purpose is to produce the paper the world relies on in the most responsible and sustainable ways. At Sylvamo, they are completely committed to paper — a commitment that drives our entire approach to business. The Sylvamo Approach expresses who they are, what we do, why they do it, how they do it and what they value.

T-Mobile for Government

Booth 931

T-Mobile for Government partners with agencies to reduce costs, increase workforce mobility, and better serve citizens with tailored connectivity solutions on the nation's largest 5G network. From FREE Unlimited service for first responder agencies to simple and flexible IoT solutions—all with support from their dedicated team of experts—they're committed to transforming wireless for government. Plus, with decades of experience fielding rapid deployable networks and mobile devices, they're always prepared to support the community through natural disasters or any other events.

Taylor Print & Visual Impressions

Booth 923

They engineer print solutions that build businesses. Taylor's combination of printed products, digital services and integrated technology is the largest in the communications industry.

TEC Mailing Solutions LLC

Booth 712

TEC Mailing Solutions offers cloud-based (SaaS) solutions for organizations that need to clean and sort lists for the purpose of communication and/or delivery of mail and parcels through the USPS. Their leading-edge technology provides 24/7 list processing management that keeps data accurate. They make complex business processes simple; specializing in lights out automation for mail and parcel sortation for ecommerce eVS manifesting and USPS Connect.

Telezygology, Inc.

Booth 461

With over 20 years experience and more than 200 customers, TZ are smart locker solutions specialists. Offering end to end locker supply, smart lock and control electronics and application specific software, TZ Smart Locker solutions can be found in the world's leading companies around the globe.

Tension Corporation

Booth 331

Tension Corporation is a leader in envelope, printed communications and packaging & automation solutions with sales and manufacturing facilities located across the United States and around the globe. Their envelopes range from standard styles and sizes to unique designs and envelopes that do not enter the mailstream. Additionally, their portfolio extends "beyond the envelope," providing customers with a variety of printed solutions such as forms, folders, checks, direct mail inserts and other print-on-demand products.

TracxTMS

Booth 954

TracxTMS trucking management software drives compliance, automation, and expansion for your business.

TRAFFIX

Booth 813

TRAFFIX (www.traffix.com) is a leading third-party logistics provider serving the North American transportation industry since 1979. TRAFFIX offers a suite of customizable services including truckload, flatbed, intermodal, drayage, expedited, LTL, specialized government services, and managed transportation. TRAFFIX' team of industry experts are backed by best -in-class technology that enables them to maximize the value of their client's freight spend, offer tailored solutions, and adapt quickly to changes in supply and demand.

Tri-Win Direct

Booth 625

Mailing over 650,000,000 pieces per year, Tri-Win Direct generates hundreds of millions of dollars in sales for clients annually. They market to individuals, not audiences. Using proven strategies, exclusive data sources, predictive response models, state-of-the-art design systems, digital printing, in-house tracking, and campaign reporting dashboards, Tri-Win has become one of the Nation's leading providers of high-volume, personalized direct mail.

Trinity Logistics, Inc.

Booth 457

Trinity Logistics is a full-service third-party freight logistics company. Trinity has been a part of the freight logistics industry since 1979, and consistently ranks among the top 20 freight brokerages in the United States. Our People Centric Freight Solutions mindset allows us to solve tough problems in our industry for the betterment of our shipper and carrier customers.

Tritek Systems, Inc.

Booth 527

Tritek is one of the most respected and recognized innovators of Mail Processing technology. Since 1988, Tritek has engineered and patented, field-proven mailroom automation and document imaging solutions that improve productivity and mailroom cost-efficiency. Proprietary technology enables Tritek to exclusively manufacture a machine that will process the entire mail stream simultaneously on the same transport. This technology can be customized to support diverse industries.

Truly Engaging

Booth 845

Your moment matters to us. As makers of customizable print pieces, we see it as an occasion for you to connect deeply with others and a chance to send something good, true, or beautiful out into the world. That's why, with every invitation, announcement, or mailer that drops, they will never cease creating more ways for you to leave your mark. Stop by Truly Engaging at Booth 845 to check out our new Sticker Postcard Mailers!

U-PIC Shipping Insurance

Booth 732

Founded in 1989, U-PIC Shipping Insurance has insured over a billion packages worldwide, protecting shipments with a personal touch. We're not just another insurance provider—we get to know your business and tailor our coverage to your needs. Their rates are 50% to 90% less than what carriers charge, and they insure parcels across the US, Canada, and internationally against loss, damage, and shortages. Plus, they are SOC 2 Type-2 certified, so you know your data is secure. Partnering with U-PIC means seamless integration with shipping platforms and 3PLs, backed by a fast, empathetic claims team that resolves most claims within 7-10 business days.

Uber Freight

Booth 225

Uber Freight is the easiest way to manage shipments - Flat rate pricing, fast booking, live tracking and 24/7 service.

United Business Mail

Booth 823

United Business Mail (UBM) is the largest, independent provider of standard commingle services in the industry. UBM continues to grow with 39 High Speed Sorters in Chicago and remains the only commingle provider driving mail to Carrier Route qualification. UBM is fast, reliable, transparent and will get your mail out on time, every time.

United Envelope

Booth 859

United Envelope has been servicing both the direct mail and transactional envelope markets for over 90 years.

United States Postal Inspection Service

Booth 549

The U.S. Postal Inspection Service is the federal law enforcement, crime prevention and security arm of the U.S. Postal Service. They ensure the safe delivery of American commerce and communication through the U.S. Mail. Their mission is to support and protect the U.S. Postal Service and its employees, infrastructure, and customers; enforce the laws that defend the nation's mail system from illegal or dangerous use; and ensure public trust in the mail.

Universal Postal Union

Booth 941

POST is the top-level domain sponsored for the global postal sector by the Universal Postal Union, a United Nations specialized agency. Through the .POST Shared Services Platform (<https://trust.post/>) Posts and as well as private sector and other non-governmental entities from around the world can register a .POST domain, self-select their add-on services, and then configure their solution online.

US Expeditors

Booth 857

US Expeditors Inc is an established asset based trucking company and brokerage operating in North America. It operates 53' dry van and 26' straight trucks for-hire OTR, offering drop trailer, team loads, milk-run / multi-drop, and expedited services. US Expeditors Logistics also has a brokerage that dramatically expands the Assets' capacity and equipment options in addition to traditional dry van, refrigerated, and flat-bed options. Their commitment to service, technology, 24 hr. service, as well as their grit and determination to deliver On-Time-In-Full is reflected in their excellent testimonials.

US Postal Service

Booth 437

The USPS booth places you in the heart of the action at the NPF Exhibit Hall. Explore new videos, engage in a fun interactive game, and learn about Small Parcel Lockers and other retail programs.

Interact with Educational Kiosks and witness the return of The Next Generation Delivery Vehicle. Join them for an exciting and informative experience to discover how USPS can help your business grow.

US Postal Service - MTAC

Booth 940

Visit the MTAC booth for more information on our mission and how to become a member. In joining this members-only group, you will be a part of a network of mailing industry professionals who work collectively with postal leadership to help advance the value of mail. You'll have the opportunity to work hand-in-hand to solve pressing issues in the industry. The work you do at MTAC helps drive technological innovations, and new and improved mail processes.

US Postal Service - Supplier Outreach

Booth 939

Join us at the USPS Supply Management "Let's Do Business" booth. Here you'll have the chance to meet with onsite buyers and procurement experts and learn about what we buy and how to register for the opportunity to become a supplier to the US Postal Service.

US Postal Service - Sustainability

Booth 944

The USPS Environmental Affairs and Corporate Sustainability Office tracks and reports on the progress that the United States Postal Service makes towards their Environmental Council goals of climate action, circular economy, and environmental awareness. They also manage the customer focused BlueEarth suite of services. Visit us at usps.com/green.

USPS Consultation Center

Booth 154

Gain access to postal subject matter experts who are available to assist you on topics related to mailing, shipping, as well as postal processes and procedures. Consult one-on-one with USPS representatives and discover innovation and technologies that will take your business to the next level. Consultation topics include but are not limited to: Informed Visibility & Product Tracking, Business Mail Entry Unit, USPS SHIP, and Mailing Shipping Solutions Center. Consultations are available by appointment or walk-in.

USPS Innovation Lab

Booth 365

Step into the USPS Innovation Lab and immerse yourself in interactive offerings designed to ignite your creativity and transform your approach to direct mail marketing. Explore cutting-edge trends and discover new ways to create compelling, unique mailpieces that stand out.

What Awaits You:

- **Hands-On Experiences:** Participate in activities that will inspire and enable you to curate innovative direct mailpieces.
- **Discover Innovative Trends:** Engage with the latest trends and technologies to enhance and refine your marketing strategies.

Valpak Clipp

Booth 548

Valpak is the leader in American household data, direct marketing and omnichannel media solutions for local and national businesses and brands. The nation's premier direct mailer, Valpak is trusted to drive sales and brand awareness through easy-to-measure, results-oriented direct marketing and digital advertising solutions that work. Its deep data insights into American households allow Valpak to segment and target consumers to mail any household in the U.S.

Versar Global Solutions

Booth 230

Headquartered in Washington, DC, Versar Global Solutions provides full mission lifecycle solutions for challenges faced by our government and commercial Customers in the natural, built, and digital environments. With nearly 2,000 team members around the world, and a rich legacy spanning more than 70 years, Versar Global Solutions delivers a broad array of planning, analysis and risk management solutions, project and program management, operations and maintenance services, and information technology applications for environmental management and remediation projects, mission critical facilities and installations, and in support of readiness and contingency operations.

Victor Envelope Company

Booth 756

Victor Envelope Company specializes in custom envelope manufacturing and printing with unsurpassed delivery times. They are located in a 250,000-square-foot facility in the Chicagoland area. They produce envelopes of all sizes and styles. They manufacture 24 hours a day to assure their customers receive their products on time, every time.

Virtualitics

Booth 665

Virtualitics, the Mission AI Company, is a leader in delivering AI readiness applications for enterprises and government. Their customers go from data to decision intelligence/advantage by using AI-powered Apps with explainability, interaction, and unparalleled visualizations at their core.

Visual Pak Logistics, LLC

Booth 336

Visual Pak Logistics (VP Logistics), a proud division of the Visual Pak Companies, has been delivering comprehensive

transportation solutions since 2009. Strategically headquartered in Waukegan, IL, with an additional strategic presence in Chicago, we are a certified Bonded Asset-Based Transportation Broker. They specialize in a diverse array of services including Truckload, Flatbed, Temperature-Controlled Transport, LTL/Partials, Expedited Services, Drayage, and Intermodal.

VITRONIC Machine Vision

Booth 557

VITRONIC Machine Vision provides companies in the material handling and logistics industry the highest speed, most accurate and most reliable products for code scanning (any and all relevant codes, including OCR), dimensioning, and weighing equipment (DWS). VITRONIC systems are your solution for static picking and sorting systems, pallet dimensioning and scanning, and high-speed parcel and postal conveyor and sortation warehouse management systems (WMS). They solve your most difficult applications to meet your desired automation goals.

W+D North America Inc. | BW Converting

Booth 328

BW Converting is a leader in the printing, packaging, bag, and mail industries. W+D is a 111-year-old brand that manufactures high-performance direct mail and transactional converting, printing, and inserting technologies. Combined with advanced LED UV and IR drying technologies from Baldwin, another BW Converting brand, the most impactful printed and coated finishes for direct mail can be achieved. From envelopes to new unique windowed self-mailers and postcards to e-commerce mailing solutions W+D delivers for the US mailing market.

WEL Logistics, Inc.

Booth 667

Their many great employees, customers, and the adherence to core and family values have allowed WEL to continue to grow from its humble roots to a diversified transportation, logistics, and warehousing company now running over 500 trucks 800 trailers.

Whittier Mailing Products - WMP

Booth 421

Founded in 1989, Whittier Mailing Products is a leading provider of mailing equipment and supplies to the mail and postal industry. The initial product that the company created was the Barcode Tagger, a machine that produced bar-coded tags and labels for routing mail through the United States Postal Service. Tray and Sack labels for mail function in a comparable manner to airport luggage tags, in that they serve to "route" the mail through the postal system, just as a suitcase is routed from the initial entry point to the final airport destination.

Wipotec **Booth 824**

Wipotec offers Innovation Solutions for Post and parcel services, as well as mail-order businesses profit from the modern, intelligent weighing solutions. Wipotec's industrial scales (i.e. catchweighers) and Dimensioning, Weighing and Scanning (DWS) systems reliably check your letters and parcels in relation to weight and volume. Additionally, DWS solutions scan barcodes and 2D-codes in a fully automatic process to extract relevant data across all types of packages.

XMPie **Booth 916**

XMPie, the leading provider of software for omnichannel, variable data one-to-one marketing, offers solutions to help businesses create and manage highly effective direct marketing and cross-media campaigns.

Zebra Technologies **Booth 912**

Zebra Technologies is a U.S. based, global technology company offering products, software, and services used to intelligently connect people, assets and data. Offering rugged mobile computers, rugged tablets, barcode scanners, printers, RFID readers, and more, Zebra's industry-tailored solutions help customers make informed business-critical decisions for many industries, including the USPS. Zebra offers solutions for workforce mobility, tracking high value assets, quickly locating spare parts, smart meter deployments, real-time staff communications, data capture and more.

Zscaler, Inc. **Booth 760**

Leveraging the largest security cloud on the planet, Zscaler anticipates, secures, and simplifies the experience of doing business for the world's most established companies.



THANK YOU

With gratitude, we recognize the invaluable support of our NPF 2025 Sponsors. Their generous contributions and partnership have played a vital role in making this year's forum a success. Together, we are Leading Forward, driving innovation, fostering collaboration, and shaping the future of mailing and shipping.

We appreciate their commitment to advancing our industry and making NPF an unparalleled experience for all.

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Truly Engaging
United State Postal Service
Valpak Clipp
Verizon
WEL Logistics, Inc.
Women in Logistics and Delivery Services - WILDS
World Wide Technology
XMPie

Over 10 years ago, MBA CSi began providing technical staff augmentation to the USPS Engineering Organization.

MBA CSi is a proven USPS partner with a strong record of success, depth and breadth of USPS operations delivering a critical workforce to meet the challenges of the Postal Service.

*Real Estate & Facilities
Management*

*Fleet & Transport
Management*

INNOVATION

WORKFORCE

MODERNIZATION

*Technology &
Engineering*

*Environmental
Affairs & Sustainability*

Our approach in supporting the US Postal Service has always been to provide the right resources, at the right time to meet the day-to-day challenges of an operation as vast as USPS.

MBA CSi delivers these critical resources across the US Postal Service to include Engineering, Plant and Process Modernization, Innovative Business Technology, Facilities and Fleet Management, Environmental Affairs and Corporate Sustainability, and Data and Analytics.

MBA CSi has a proven track record of delivering mission critical personnel to help the US Postal Service successfully deliver and fulfill its commitments to their customers.

Come Visit us
at Booth #335



The background of the top half of the image is a photograph of a desert landscape at sunset. A large saguaro cactus with several arms is silhouetted against a bright orange and yellow sky. The sun is positioned directly behind one of the cactus arms, creating a strong lens flare effect with rays of light radiating outwards. The horizon is visible in the distance, and the foreground shows some desert vegetation.

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**We'll see you next year in
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