

PROGRAM GUIDE

MAY 3-6, 2026



NATIONAL POSTAL FORUM 2026
PHOENIX CONVENTION CENTER



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FORGING BOLD HORIZONS: YOUR GUIDE TO NPF 2026

From May 3–6, 2026, the Phoenix Convention Center becomes the place where the mailing and shipping industry comes together to forge bold horizons—turning complexity into clarity, ideas into action, and connections into forward momentum.

At a time when change is constant, **NPF 2026** is designed to help you navigate what's next with confidence. This Program Guide is your roadmap to four days of industry-leading education, USPS insight, and meaningful engagement. Explore 120+ expert-led workshops, high-impact sessions, networking experiences, and the industry's largest solutions expo—each built to strengthen performance and deliver real-world results.

New to NPF or looking for a fresh perspective? Start strong at the **Sunday NPF Orientation**—a practical session to help you plan your schedule, focus your time, and make the most of every opportunity ahead.



**FORGING
BOLD HORIZONS**

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 2026 with the official NPF App!

Create your personal workshop and session agenda, explore 200+ exhibitors, floor map, access real-time event updates, and connect with fellow attendees—all from your mobile device.

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- 4) Enter access code **NPF26** and click CONTINUE.
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- ▶ See how LightSort® light directed sorting adapts to your operation today and grows with you over time.
- ▶ Connect with our mail experts at the Apian Sort engine kiosk for practical insights on modernizing your sorting operation.
- ▶ Discover flexible workflows designed to keep pace as your needs evolve.
- ▶ Ready for a break? Step into our booth for one (or two) of our fun mini games.

Booth #917

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Postmaster General Welcome

Dear National Postal Forum Attendees,

Welcome to this year's NPF in Phoenix, Arizona—a city that represents resilience, growth, and transformation. Much like the Postal Service today, Phoenix thrives in an environment that demands adaptability and forward-thinking. It is a place where tradition meets innovation, where challenges are met with determination, and where bold ideas take root and flourish. These qualities mirror the journey of the United States Postal Service as we continue to evolve to meet the needs of a rapidly changing nation.

Over the past year, the Postal Service has made significant strides in strengthening our operational performance, enhancing service reliability, and modernizing our network. Through ongoing investments in infrastructure, transportation, and technology, we are building a more efficient and integrated delivery system. Our efforts to streamline processing, optimize delivery routes, and expand package capabilities have positioned the Postal Service to better serve both our mailing and shipping customers.

The NPF is a vital opportunity for all of us to come together to share insights, collaborate on solutions, and shape the future of the mailing and shipping industry. This year's General Session and USPS Leadership Insight Sessions will highlight the progress we've made, outline the path ahead, and feature discussions on innovation, customer experience, and the evolving role of the Postal Service in American commerce and communication. With 120 workshops focused on professional development, cutting-edge Direct Mail tactics, as well as new and evolving shipping products and services, education remains a key focus. In addition, our industry partners will join us to share perspectives on market disruption and the forces shaping the future of the industry.

As you plan your time here over the next several days, please make time to visit the Exhibit Hall. We have many new exhibitors at the Forum, and we are glad to have them join the best mailing and shipping conference and trade show in the industry.

I encourage each of you to engage fully in the sessions, connect with peers and partners, and explore new ideas that will help drive our industry forward. Together, we are building a stronger, more agile Postal Service that continues to serve the American people every day!

Thank you for your partnership and your commitment to innovation.

Have a great Forum, everyone.

Sincerely,

A handwritten signature in blue ink, reading "David P. Steiner".

David P. Steiner
Postmaster General & CEO





NPF Board of Directors Welcome

Greetings Forum Attendees,

Welcome to Phoenix and the 2026 National Postal Forum. Each year, this event brings together professionals who are not only part of the mailing and shipping industry—but actively shaping its future. We're pleased to have you here as part of that collective effort.

NPF exists to provide clarity in a complex environment. Over the next four days, you'll engage with USPS leadership and industry experts, explore emerging ideas, and gain practical insight designed to strengthen how you operate, plan, and lead. Whether your focus is strategy, operations, or innovation, the Forum is built to support real progress across every level of your organization.

This year's program reflects that commitment. In addition to more than 120+ workshops and sessions, you'll find new opportunities to expand your perspective—including the introduction of **NPF Vignettes**, offering concise, focused sessions, and the new **Empowered Leadership Certification**, designed to support professional growth and organizational impact. The Exhibit Hall continues to grow as well, with **200+ vendors** showcasing solutions and technologies that are shaping what's next.

General Sessions will offer important context from USPS leadership and industry voices, helping to frame priorities and direction. Throughout the week, you'll also find opportunities to connect, exchange ideas, and build relationships with peers who understand both the challenges and the opportunities ahead.

We encourage you to take full advantage of everything NPF has to offer—and to make this experience your own.

Thank you for being here. We look forward to connecting with you throughout the Forum.

Sincerely,

NPF Board of Directors

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



NPF 2026 Program Overview

Sunday, May 3

| | |
|-------------------|---|
| 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 North Ballroom Foyer |

Monday, May 4

| | |
|--------------------|--|
| 7:00 AM – 8:00 AM | Continental Breakfast North Ballroom Foyer |
| 8:00 AM – 9:30 AM | PMG Keynote Address North Ballroom |
| 9:30 AM – 11:00 AM | Exclusive Exhibit Hall Time |
| 9:30 AM – 4:00 PM | Exhibit Hall Open |
| 11:00 AM – 4:00 PM | 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 West Ballroom |

Tuesday, May 5

| | |
|---------------------|--|
| 7:00 AM – 8:00 AM | Continental Breakfast North Ballroom Foyer |
| 8:00 AM – 9:00 AM | General Session North Ballroom |
| 9:30 AM – 11:00 AM | Exclusive Exhibit Hall Time |
| 9:30 AM – 5:30 PM | Exhibit Hall Open |
| 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 |

Wednesday, May 6

| | |
|---------------------|--|
| 7:00 AM – 8:00 AM | Continental Breakfast West Ballroom Foyer |
| 8:00 AM – 9:00 AM | Continental Breakfast Workshop Row Foyer |
| 8:00 AM – 9:00 AM | PMG Town Hall West Ballroom |
| 9:15 AM – 10:15 AM | Period 11 Workshops |
| 10:30 AM – 11:30 AM | Period 12 Workshops |
| 12:00 PM – 1:30 PM | NPF Partnership Recognition Luncheon North Ballroom |
| 2:00 PM – 3:00 PM | Period 13 Workshops |
| 3:15 PM – 4:15 PM | Period 14 Workshops |
| 7:00 PM – 10:00 PM | Closing Event North Ballroom |



Key Events and Features to Shape Your NPF Experience

Over the next four days, engage with a dynamic lineup of educational workshops, exclusive sessions, industry exhibits, and direct access to USPS and industry leaders. Whether you're looking to strengthen your expertise, explore emerging innovations, or expand your professional network, NPF offers the insight, connections, and real-world solutions that help you navigate complexity and turn opportunity into action.

Kickstart Your NPF Journey: Orientation Session

Sunday, 1:30 PM - 2:30 PM | 221 AB

New to the National Postal Forum—or returning after some time away? This orientation session helps you start with clarity and purpose. Get an overview of the workshops, learning tracks, and key events that define the week, along with guidance on where to find the most valuable networking opportunities. You'll also gain practical tips for navigating the venue, using the NPF app, and managing your schedule effectively. Most importantly, you'll learn how to align your time at NPF with your professional goals—so you can make the most of every session, every connection, and every opportunity.

- As part of NPF's commitment to building meaningful connections, first-time attendees will be identified with a blue dot on their name badge—an easy way for returning participants to offer a warm welcome and share their experience. If you need assistance at any point, look for individuals wearing a STAFF ribbon or NPF badge—we're here to help you navigate the Forum with confidence and make the most of your time.

Sponsored by: Smurfit Westrock Packaging Solutions

PCC General Session

Sunday, 2:45 PM - 3:45 PM | West Ballroom

The PCC Rebuilding Plan takes center stage in this General Session, with a clear strategy to grow membership and strengthen councils nationwide. The Postmaster General will also stop by to share a few remarks on the importance of PCCs and their role moving forward. We'll close with the dynamic PCC Leadership Awards, recognizing top-performing PCCs across the country for the impact they've made in their local chapters. Join us for a session designed to spark ideas, share proven approaches, and show what's possible.

David Steiner, Postmaster General & CEO, USPS

Lindsey Taylor, Director Industry Engagement & Outreach, USPS

Carolina Catalan, Manager, Customer Outreach, USPS
Neal Fedderman, Sr. Manager, Logistics Operations, CarMax
Business Services

Kathy Hall, President, ATime4Marketing

Suzi Oswald, Postal Affair and Policy Advisor, ENDPOINTE

Monday General Session

Monday, 8:00 AM - 9:30 AM | North Ballroom

Join America's 76th **Postmaster General, David Steiner**, as he kicks-off the 2026 National Postal Forum with an engaging address on the powerful legacy the Postal Service shares with its customers and the American public, and the strategies now shaping its future. The shipping, mailing and marketing industries are increasingly dynamic, with change a constant imperative for the Postal Service and American commerce. Against this backdrop, the fruits of Postal Service modernization, infrastructure investments, and product developments are speeding the pace of change, improving service, delivering ever greater value, and positioning America's postal value chain for innovation like never before. This important keynote will illuminate vital topics on the trajectory and shared future of our industry and your United States Postal Service.

Tuesday General Session

Tuesday, 8:00 AM - 9:00 AM | North Ballroom

Join us for a high-energy keynote with **Jeremy Gutsche**, New York Times bestselling author and CEO of TrendHunter.com—one of the world's most sought-after innovation experts. Trusted by global brands, CEOs, and organizations navigating rapid change, Jeremy delivers powerful insights on how to rethink strategy, strengthen leadership, and build a culture of innovation that performs under pressure. Through a dynamic blend of emerging trends and proven frameworks, you'll gain practical tools to unlock creativity, accelerate ideas, and adapt with confidence in an evolving business landscape.

AIM Session

Tuesday, 11:00 AM - 12:00 PM | West Ballroom

Join Senior USPS executives and industry leaders for a high-impact panel discussion on the challenges and opportunities shaping today's mailing industry. The session opens with insights from Steve Monteith USPS Chief Customer and Marketing Officer and Executive Vice President, followed by a dynamic panel moderated by Marc McCrery, USPS Vice President of Customer Experience. Hear directly from the USPS and industry partners on how collaboration is key to building a strong profitable future for postal products. This interactive session includes time for audience questions, meaningful connections, and fresh

perspectives you can take back to your organization. Insightful. Interactive. Inspiring. This is the one AIM session you won't want to miss.

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

Marc McCrery, Vice President, Customer Experience, USPS

Jim Cochrane, CEO, Package Shippers Association

Lyf Titcomb, VP of Postal Operations and Strategic Projects, DHL eCommerce

Eric Hollingsworth, Vice President, Product Operations, RevSpring

Delivering the Future: A Town Hall with the PMG

Wednesday, 8:00 AM - 9:00 AM | West Ballroom

In this Town Hall, the **Postmaster General David Steiner** reflects on the key discussions from the 2026 National Postal Forum and responds to questions from industry partners and stakeholders. The conversation will focus on the Postal Service's strategic direction, including efforts to achieve financial stability, move toward break-even performance, and position USPS for long-term viability. Attendees will hear how transformation initiatives across operations, technology, service, and products are aligning to support a strong and sustainable future for the Postal Service.

USPS Innovation Lab

Exhibit Hall | Booth 417

Step into the USPS Innovation Lab—a curated, interactive space on the NPF Exhibit Hall floor adjacent to the USPS booth is designed to spark creativity and elevate your approach to marketing mail. Through hands-on experiences and engaging demonstrations, you'll explore emerging trends, technologies, and techniques that bring new ideas to life. Discover how to create more compelling, high-impact mailpieces while gaining practical insight you can apply to your own campaigns. Whether you're refining your strategy or looking to push creative boundaries, the Innovation Lab equips you with the tools, inspiration, and knowledge to drive meaningful results.

USPS Mail Innovation Session

Sunday 1:45 pm - 3:45 PM | North Building, 227 AB

Mon and Tues, 10:00 AM - 12:00 PM

Wednesday 9:15 AM - 11:15 AM (Times subject to change)

This year's Mail Innovation Session showcases how USPS is modernizing mail to meet shifting customer needs. Attendees will see how USPS is reimagining mail through new programs, product enhancements, and industry collaboration featuring innovations in technologies, tools, capabilities, and integrations. The session is designed to be interactive, where attendees will be invited to

ideate on what the future of mail should look like. Together, we will translate inputs into actionable next steps to define mail's lasting value. Designed as an immersive 120-minute session, this experience will also be offered as daily encore presentations, ensuring all attendees have the opportunity to participate in this must-see program.

USPS Leadership Insight Sessions

West Ballroom, 301

Attendees will have a unique opportunity to hear directly from USPS executives on a wide range of topics through the USPS Leadership Insight Sessions. Designed to deliver high-level perspective and strategic guidance, these sessions address the key issues, innovations, and developments shaping the mailing and shipping industry. From enhancing public service responsiveness to advancing infrastructure through emerging technologies, these sessions provide a comprehensive view of USPS priorities, progress, and long-term direction. Look for the USPS Leadership Insight Session designation in the program schedule to identify these important sessions for times and details.

Sponsored by: ALG Worldwide Logistics, Blue Cross Blue Shield Association - Federal Employee Program, Breakthrough, CrowdStrike, Fives Intralogistics Corp., Peraton



USPS Retail Station

Exhibit Hall, Entrance A

Take advantage of the free USPS Priority Mail Flat Rate Box at participating exhibitors in the Exhibit Hall. You'll receive free \$22.95 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 across the Exhibit Hall Entrance A.

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 – 12:00 PM

(Accepting pre-paid packages on Wednesday through 1:00 PM)

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FP Mailing Solutions.....Booth 329

Quadient.....Booth 109

USPS Sales Exhibit Booth

Exhibit Hall | Booth 417

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 | Booth 729

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

USPS Mailers Technical Advisory Committee (MTAC)

Exhibit Hall | Booth 1135

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 | Booth 1133

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 Postal Service 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 Vignettes

North Building, Alcove Across 223

Step off the beaten path and into the unexpected. The NPF Vignettes Track delivers a curated collection of short-form, 30-minute sessions designed to spark curiosity, stir emotion, and illuminate new perspectives within the mailing and shipping world. Each vignette invites you into a relaxed, immersive setting where inspiration meets innovation—and where storytelling fuels fresh thinking. Take a moment to recharge, connect with peers, and enjoy a gourmet cold brew coffee bar experience as ideas flow as freely as the conversation. Turn to page 23 for session details—and be sure to carve out time to step in, slow down, and discover something unexpected.

Sponsored by: Databricks, Gundir + PostReminder

NPF Delivered™

North Building, Alcove Across 222

Discover Delivered™—NPF's year-round education platform designed to keep professionals moving forward. Check out the new Delivered™ hub just outside the workshop areas to explore how this growing online learning experience is expanding beyond the annual Forum—offering expert-led sessions, evolving topic tracks, and future certification pathways tailored to the mailing and shipping industry. Whether you're looking to sharpen your skills today or build toward what's next, Delivered™ is your connection to continuous learning. **Stop by and earn some free swag!**

NPF Partnership Recognition Luncheon

Wednesday, 12:00 PM - 1:30 PM | North Ballroom

NPF attendees with Wednesday privileges are invited to a special seated luncheon honoring best-in-class USPS partnerships that continue to drive collaboration, innovation, and excellence across the mailing and shipping industry. This celebration of partnership is paired with an engaging keynote from comedian and speaker Scott Bloom, who brings together the power of laughter and the language of business to highlight the importance of connection, communication, and relationship-building. Through custom humor and interactive storytelling, Scott delivers a memorable, high-energy experience that energizes the room while reinforcing why strong partnerships remain essential to shaping what's next—together.

Sponsored by: Pitney Bowes

NPF Closing Event: Sonoran Desert & Denim—After Dark

Wednesday, 7:00 PM - 10:00 PM | North Ballroom

Close out NPF 2026 with a high-energy evening of music, movement, and connection. Start with Latin dance lessons before the DJ takes over, then explore interactive experiences—from custom leather-engraved keepsakes to a 360° photo booth capturing unforgettable moments. Enjoy Sonoran-inspired cuisine and signature cocktails, or step into the Sonoran Lounges—inviting spaces designed for a more relaxed atmosphere, perfect for conversation and connection as you celebrate a week of insight, innovation, and camaraderie—leaving Phoenix energized for what's next.

Sponsored by: Confluent and MongoDB



Special Programming: Expanded Access at NPF 2026

As part of your NPF 2026 experience, you now have access to a select group of specialized programs designed to deliver focused insight across key areas of the mailing and shipping industry. These curated sessions offer a unique opportunity to engage with subject matter experts, explore niche topics, and gain perspective that extends beyond the core NPF curriculum.

Whether your interests align with marketing, small business growth, election mail, or transportation logistics, these programs provide an opportunity to deepen your knowledge, engage with subject matter experts, and explore topics that extend beyond the core NPF curriculum.

Participation is optional and space may be limited—be sure to review details and plan accordingly.

Featured Special Programs

Direct Effect® Innovation Challenge (DEIC)

Sunday, 10:30 AM – 12:30 PM | West Building, 101 AC

Monday, 9:30 AM – 12:00 PM | West Building, 101 AC

The Direct Effect Innovation Challenge as part of the USPS's Direct Effect program provides college students with an exciting opportunity to sharpen their direct marketing skills. Students from across the country will compete with their teams in this two-day case competition. Teams will be tasked with designing marketing campaigns for one of two clients centered around direct mail marketing. Observe student teams as they develop solutions to their challenge. **Please do not interrupt during this session—Observation only.**

DEIC Innovation Lab Hands on Experience

Monday, 1:00 PM – 2:00 PM | Exhibit Hall

Connect with students as they explore and actively engage with new tools.

DEIC Open Networking

Sunday, 4:00 PM – 5:30 PM | West Building, 101 AC

Monday, 4:00 PM – 5:30 PM | West Building, 101 AC

Stop by engage, ask questions, and support emerging talent. Space is limited; Entry is first come first served.

ANA Digital Marketers Day – USPS Panel

Tuesday, 8:30 AM - 4:30 PM | West Building, 211 AB

Designed for marketing and analytics professionals, this program explores how leading brands are integrating direct mail into data-driven, omnichannel strategies. Through real-world case studies and expert insight, attendees will gain practical frameworks for audience targeting, cross-channel coordination, and performance measurement—helping elevate direct mail as a powerful, results-driven component of modern marketing.

Small Business Symposium

Wednesday, 9:15 AM - 1:30 PM | West Building, 211 AB

Connect with a dynamic community of small business professionals and gain practical strategies to maximize resources, improve operations, and drive growth. Hear from industry experts and USPS representatives on cost-effective solutions, fulfillment strategies, and tools designed to help small businesses expand reach and operate more efficiently.

Election Mail Day

Wednesday, 8:30 AM - 5:00 PM | North Building, 124 AB

This full-day program brings together Mail Service Providers, Election Officials, and industry experts to share best practices for preparing, sending, and tracking Election Mail. Attendees will gain critical insight into compliance, visibility, and operational execution—ensuring accuracy, reliability, and confidence throughout the election mail process.

Transportation Symposium

Monday, 10:00 AM - 12:00 PM & 3:15 PM - 4:15 PM

Tuesday, 9:30 AM - 12:00 PM & 1:00 PM - 2:30 PM

West Building, 301

A dedicated two-day program for transportation professionals, this symposium delivers focused insight into logistics strategy, network coordination, and operational performance. Through expert-led sessions and industry dialogue, attendees will explore how USPS and its partners are advancing transportation capabilities to improve efficiency, strengthen partnerships, and support a more resilient delivery network.

Sponsored by: GH Logistics, LLC, Gozal. Inc., Morgan Olson, Roots Logistics, Sage Freight, TransLoop, UMT




Earn Industry-Recognized Certification



Strengthen your expertise and demonstrate your professional impact through NPF's Certification Programs, developed in collaboration with USPS. Designed to reflect the evolving demands of the mailing and shipping industry, these programs provide focused learning, practical application, and credentials that validate your knowledge across key disciplines—from leadership and operations to modern marketing strategy.

To receive credit toward certification, attendees must have their NPF badge scanned upon entry to each qualifying workshop. An NPF attendant will be present to assist with badge scanning and ensure proper session tracking.

Direct Mail Marketing Certification

Enhance your ability to plan, execute, and measure high-performing direct mail campaigns within today's data-driven, omnichannel environment. Explore how targeting, analytics, creative strategy, and technology work together to drive engagement and results. With **12 workshops** to choose from, attendees need only complete seven **(7) qualifying workshops** to earn certification. In the Daily Activities workshop schedule, look for the workshops marked with a “” next to the title to identify qualifying workshops. For convenience, a full list of qualifying workshops is provided below:

Sunday, May 3

Period 2: The Predictive Path for Direct Mail

Period 2: \$1 Billion to Effectively Grow Your Business

Monday, May 4

Period 5: Future Proofing Your Direct Mail Strategy

Period 5: Address Quality 101

Period 6: Future of Direct Mail 2026

Period 7: Mail Prep & Entry Using USPS Data Files

Tuesday, May 5

Period 8: Direct Mail Success for Non-Profits

Period 8: The Truth About Direct Mail's Future

Period 10: Predict Creative Wins Before You Mail

Wednesday, May 6

Period 11: Understanding the New Service Standard


Period 12: Physical & Digital Mail Come Together

Period 14: Supercharging Direct Mail with AI, Attribution & Omnichannel



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

Build the skills needed to manage complex mail and parcel operations with accuracy, efficiency, and confidence. This program focuses on workflow optimization, data integrity, USPS tools, compliance, and emerging technologies shaping modern operations. With **14 workshops** to choose from, attendees need only complete five (**5**) **qualifying workshops** 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, May 3

Period 2: How Seamless and IV Work Together

Period 3: Delivering the USPS Mission Through Commercial Products & Services

Period 3: From Data to Decisions: Unlocking Business Value

Monday, May 4

Period 4: Boot Camp for Mail Center Managers Part 1

Period 4: I Need a New Banana...

Period 7: Mail Prep & Entry Using USPS Data Files

Tuesday, May 5

Period 8: Boot Camp for Mail Center Managers Part 2

Period 8: Visibility Optimization - How to Maximize Scans on your Packages

Period 9: Smart Mail Centers Integrate Tech and AI

Wednesday, May 6

Period 11: Product and Structural Changes for July 2026

Period 11: Understanding the New Service Standards

Period 13: Navigating the Business Customer Gateway

Period 13: 7 Skills to be a Successful Mail Manager

Period 14: Efficiency, Accuracy and Excellence



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.)

🏆 Empowered Leadership Certification

Develop the leadership capabilities needed to guide teams, navigate change, and strengthen organizational performance. This program explores communication, emotional intelligence, mentorship, and executive presence—equipping professionals with practical tools to lead effectively in a dynamic environment. With all **20 workshops** to choose from, attendees need only complete five (**5**) **workshops** to earn certification. Look for workshops marked with the "🏆" designation.



Upon completion, 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.)



The Unexpected Track NPF Vignettes

Short-form sessions. Fresh perspectives.
A space to pause, reflect, and be inspired.



North Building, Alcove Across 223

Take a moment to step away from the main stage and explore something different. NPF Vignettes offer a series of short, thoughtfully curated sessions designed to spark new ideas, introduce fresh perspectives, and create space for reflection and conversation.

Set in a relaxed environment—with a gourmet coffee experience to match—this is where you can pause, engage, and discover something unexpected. Step in for 30-minutes—and leave with a fresh perspective.

Sponsored by: Databricks, Gundur + PostReminder



Mail Tales

Step into the dramatic history of early mail delivery—from mule trains and snow routes to desert crossings. Discover the grit and determination of those who carried communication across impossible terrain, including the legendary story of Stagecoach Mary.

Sun 2-2:30 PM,

Mon 1-1:30 PM*

Tues 2-2:30 PM*

Wed 9-9:30 AM

Jim Bruns, Founding Director,
Smithsonian National Postal Museum

Sun 3-3:30 PM,

Mon 1-1:30 PM*

Tues 2-2:30 PM*

Wed 11:30 AM-12 PM

Stephen Kochersperger,
Historian, USPS

*Jim Bruns and Stephen Kochersperger co-presenting



How a Stamp Becomes a Stamp

Monday: 2-2:30 PM

Go behind the scenes of U.S. stamp creation—from initial concept to first-day issue. Learn how artistic vision, technical precision, and collaboration come together to transform an idea into an official USPS postage stamp.

Lisa Bobb-Semple, Director of Stamp Services, USPS
Greg Breeding, Founder & Creative Director, Journey Group
Graham Beck, Creator & Host, Exploring Stamps



Legacy in Print

Monday: 3-3:30 PM

Two industry professionals share how they transformed experience into published work. Through personal reflection and guided discussion, explore the process of capturing ideas, sharing perspective, and creating lasting impact—while considering how your own voice can contribute to the industry.

Mike Gunderson, President, Gundir/CEO, PostReminder
Mike Porter, President, Print/Mail Consultants
Brian Stacey, CEO, Decision Science



Through a Collector's Eyes

Tuesday: 10:30-11:00 AM

See mail through a new lens as lifelong collectors share how stamps reveal stories, history, and design in unexpected ways. Learn how curiosity transforms everyday mail into moments of discovery and connection.

Graham Beck, Creator & Host, Exploring Stamps
Lisa Bobb-Semple, Director of Stamp Services, USPS
Jay Bigalke, President & CEO, Scott Stamp, LLC





Bridging the Gap: Using Natural Language for Data Exploration

Tuesday: 1-1:30 PM

The greatest barrier to progress isn't a lack of data—it's the technical wall between that data and the people who need it. Traditional analysis has long been a 'translation' problem, where insights are trapped behind complex structures. We are now entering an era of semantic interaction, where the machine doesn't just store information; it understands your world. By tailoring intelligence to the specific vernacular of an agency, we transform data from a static repository into a conversational partner—one that maps localized logic to global trends in real-time.

Luke Bibro, Lead Solutions Architect, Databricks



The History of AI

Tuesday: 11:30-12 PM

Explore the evolution of artificial intelligence—from early pattern recognition to today's generative capabilities. This session offers a clear, engaging look at how AI developed, how it differs across models, and what that evolution means for the technologies shaping our world.

Brian Stacey, CEO, Decision Science



Postcards Without Borders

Tuesday: 3-3:30 PM

Explore how postcards continue to connect people across cultures and continents. Through the lens of global exchange, discover the renewed role of personal mail—and gain inspiration for keeping handwritten communication alive in a digital world.

Graham Beck, Creator & Host, Exploring Stamps

Lisa Bobb-Semple, Director of Stamp Services, USPS

Jay Bigalke, President & CEO, Scott Stamp, LLC



Hidden Surprises & Stories Behind the Scenes

Wednesday: 10-10:30 AM

Every stamp has a story—and some have secrets. Discover unexpected design details, little-known historical moments, and behind-the-scenes anecdotes that reveal the fascinating world of stamps, including special insights shared exclusively with attendees.

Lisa Bobb-Semple, Director of Stamp Services, USPS

Greg Breeding, Founder & Creative Director, Journey Group

Claudia Daniels, Manager Stamp Development, USPS



Forging Knowledge. Shaping What's Next.

At NPF, education is designed to do more than inform—it's built to help you navigate complexity, strengthen performance, and turn insight into action. Through 120+ expert-led workshops and sessions, you'll gain direct access to USPS leadership and industry experts delivering practical strategies, emerging perspectives, and real-world solutions.

Across five specialized tracks, NPF brings focus to the areas that matter most—operations, data and technology, shipping innovation, mail growth, and leadership. Each track offers a curated set of sessions designed to help you sharpen your approach, uncover new opportunities, and apply what you learn with confidence.



Direct Mail Reimagined

Explore how today's direct mail is evolving through smarter strategy, creative execution, and seamless integration with digital channels.



Empowered Leadership

Develop the skills and mindset needed to lead with clarity, confidence, and purpose in a changing environment.



Mastering Mail Operations

Sharpen your operational expertise with proven approaches to improve accuracy, efficiency, and compliance across your mail processes.



Shipping Innovation & Insights

Stay ahead of the latest trends shaping shipping strategy, pricing, and logistics.



Tech-Driven Data Advantages

Unlock the power of data, analytics, and emerging technologies to drive smarter decisions and stronger outcomes.

This is where ideas take shape and expertise is put into motion—equipping you to lead with clarity, adapt with purpose, and contribute to what's next across the mailing and shipping industry.



Daily Activities

Sunday, May 3 | Periods 1-3

Educational Workshops Period 1

Kickstart Your NPF Journey: Orientation Session

Sunday, 1:30 PM – 2:30 PM | 221 AB

New to the National Postal Forum—or returning after some time away? This orientation session helps you start with clarity and purpose. Get an overview of the workshops, learning tracks, and key events that define the week, along with guidance on where to find the most valuable networking opportunities. You'll also gain practical tips for navigating the venue, using the NPF app, and managing your schedule effectively. Most importantly, you'll learn how to align your time at NPF with your professional goals—so you can make the most of every session, every connection, and every opportunity.

Sponsored by: Smurfit Westrock Packaging Solutions

Asset Management – Providing Excellence in Supporting Postal Operations

Sunday, 1:30 PM – 2:30 PM | 223

The Asset Management (AM) organization of Supply Management plays a pivotal role in ensuring availability of mission-critical products and services, supports activities for HQ and field operational performance within the Postal Service. Having functional leadership for the fulfillment and distribution of products, demand, replenishment planning, and inventory, attendees will learn about operations including the Topeka Material Distribution Center, National Materials Customer Service, National Printing Center, and Mail Recovery Center.

Tamie Hollar, Senior Director, Asset Management, USPS

Delivering Intelligence: USPS Data as the Backbone of AI Marketing Agents

Sunday, 1:30 PM – 2:30 PM | 225 B

This workshop explores how USPS Geospatial products—such as Occupancy Trends, Population Mobility, PO Box Data, Zip Code Boundaries, and Infrastructure Data—can serve as foundational fuel for agentic AI marketing systems. Attendees will discover how USPS data enables AI agents to: Pinpoint high-opportunity regions

using real-time occupancy and mobility signals. Adapt campaigns dynamically based on population shifts and infrastructure access. Personalize outreach with hyper-local precision using ZIP-level segmentation. Automate decision-making across targeting, budgeting, and content delivery. In addition, through real-world use cases and implementation strategies, marketers will learn how USPS geospatial intelligence can work with AI workflows to unlock smarter, faster, and more autonomous marketing outcomes.

Eddie Alvarran, Manager Customer Marketing (Mail), USPS
Earl Johnson, Dir. Addressing & Retail Technology Services, USPS
Jon Taylor, Global Chief Data Officer, MRM

Digital Twins & Agentic AI: The Future of Intelligent Operations

Sunday, 1:30 PM – 2:30 PM | 222 AB

See your network come alive. Explore how USPS is fusing Agentic AI with Digital Twin technology to turn massive data streams into real-time, self-optimizing operations. Through live demos, discover how predictive modeling transforms logistics, transportation, and decision-making—today and tomorrow.

Martha Forrest, Manager Reporting & Dashboards, USPS
Arslan Saleem, Director Corporate Performance Reporting & Analytics, USPS

MTAC, What's New and How to Get Involved

Sunday, 1:30 PM – 2:30 PM | 224 B

It's an exciting time for the Postmaster General's Mailers Technical Advisory Committee (MTAC) - changes were made to the meeting format and focus areas in 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 quarterly meetings! MTAC also has various Work Groups, User Groups and Task Teams working with USPS on the systems and products mailers and shippers use. Learn about which ones impact your business and how you can sign up to participate.

Deborah Damore, Head of Postal Affairs, GrayHair Software, LLC
Glen Swyers, Director of Marketing Integration, Imagine

Priming the Mailbox

Sunday, 1:30 PM – 2:30 PM | 224A

In today's crowded marketing landscape, timing and anticipation are everything. This workshop explores how to prime the mailbox by leveraging data, informed delivery, and digital touchpoints to create anticipation for direct mail arrival. Learn how integrating mail with email, social, and digital channels enhances customer engagement, drives higher response rates, and positions mail as a powerful anchor in your omnichannel marketing strategy. Attendees will walk away with practical strategies and case

studies that demonstrate how to maximize ROI by turning the physical mailbox into the centerpiece of customer anticipation.

Kate Sanders, Omnichannel Product Development Manager, BCC Software

Promotion Benefits You Don't Think About

Sunday, 1:30 PM – 2:30 PM | 221 C

USPS Promotions are often viewed as a valuable program in lowering postage costs. However, mailers who are doing the bare minimum for promotion eligibility may be missing out on opportunities to increase the value of their mail campaigns. In this workshop, we will discuss the benefit of leveraging USPS Promotions as a way to test new design concepts, utilize different technologies, and engage with actionable data. USPS Promotions can be more than just a savings tool—it should also encourage mailers to think outside the box to improve engagement and response.

Nick Lethert, Postal Affairs Support Manager, IWCO

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

Robo-Bosses and Human Heroes: Leadership in the Age of AI 🤖

Sunday, 1:30 PM – 2:30 PM | 222 C

In this engaging and humorous workshop, we will explore the dynamic intersection of leadership and artificial intelligence. As AI continues to evolve, it's not just about AI agents taking over mundane tasks, but also about how human leaders can work alongside these digital counterparts to create a more innovative and efficient future. We'll dive into real-world examples, debunk common myths, and offer practical insights on harnessing AI to enhance leadership strategies. Join us for an enlightening workshop as we navigate this fascinating new frontier together! Workshop qualifies to earn an Empowered Leadership Certification Certificate.

Kristin Seaver, Vice President, General Dynamics Info Tech

Christopher Wolf, Solution Architect, General Dynamics Info Tech

Shipping 101

Sunday, 1:30 PM – 2:30 PM | 229 A

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

Bob Dixon, Senior Director Delivery & Retail Modernization, USPS

Maureen Easby-Smith, Manager Packaging Services, USPS

Educational Workshops Period 2

PCC General Session

Sunday, 2:45 PM – 3:45 PM | West Ballroom

The PCC Rebuilding Plan takes center stage in this General Session, with a clear strategy to grow membership and strengthen councils nationwide. The Postmaster General will also stop by to share a few remarks on the importance of PCCs and their role moving forward. We'll close with the dynamic PCC Leadership Awards, recognizing top-performing PCCs across the country for the impact they've made in their local chapters. Join us for a session designed to spark ideas, share proven approaches, and show what's possible.

David Steiner, Postmaster General & CEO, USPS

Lindsey Taylor, Director Industry Engagement & Outreach, USPS

Carolina Catalan, Manager, Customer Outreach, USPS

Neal Fedderman, Sr. Manager, Logistics Operations, CarMax Business Services

Kathy Hall, President, ATime4Marketing

Suzi Oswald, Postal Affairs and Policy Advisor, ENDPOINTE

\$1 Billion to Effectively Grow Your Business

Sunday, 2:45 PM – 3:45 PM | 229 A

Join us for an informative workshop on how the USPS provides promotions and incentives to not only make mail more effective but also grow your business. We'll provide an overview of how optimum Direct Mail marketing works and the promotions that help drive successful campaigns. We'll share how USPS is investing in Direct Mail growth with Mail Incentives and how they work hard for you. Workshop qualifies to earn a Direct Mail Marketing Certification Certificate.

Ravi Sant, Product Management Specialist III, USPS

Tasha Roman, Product Management Solutions Analyst II, USPS

Better Marketing Through Data

Sunday, 2:45 PM – 3:45 PM | 222 C

Today's direct marketers are no longer bound by channel constraints — they're empowered by data, driven by insight, and elevated by AI. In this workshop, we'll explore how marketers can evolve their approach, moving from single-channel tactics to cohesive, data-informed strategies that engage audiences with greater relevance, speed, and impact. Discover how AI and analytics aren't just tools for efficiency, but catalysts for transformation — unlocking smarter, more connected marketing that moves people to act.

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

Building Alliances That Deliver

Sunday, 2:45 PM – 3:45 PM | 222 AB

In today's competitive landscape, success isn't achieved alone—it's built through strategic partnership. From sourcing paper and print solutions to managing logistics and postal operations, the most resilient organizations are those that know how to identify, align with, and empower the right partners. This workshop will explore strategic partnering as a performance multiplier—how collaboration can drive quality, speed, and cost efficiency across every stage of the mailing and fulfillment process.

Dean DeCencio, Sr. Consultant, Head of Business Dev., GrayHair Software

Carl Fischer, VP Direct Marketing, Betty

Cathy Leibrock, Dir., Direct Mail Marketing Operations, AAA Life Insurance

Tom Murray, Strategic Account Manager, Pitney Bowes

Andrea St. Thomas, VP, Direct Marketing, Quad

Clean Data, Clear Results

Sunday, 2:45 PM – 3:45 PM | 224 B

Compliance by Design: Ensuring Data Accuracy and Mail Integrity
In regulated industries, one mis-mailed piece can trigger compliance issues and brand risk. This workshop covers the essentials of data hygiene and mail integrity—address validation, QA automation, and USPS feedback loops that reduce undeliverable-as-addressed (UAA) mail and rework. Learn how to build clean, compliant workflows that protect customers, strengthen trust, and boost operational efficiency—all while improving accuracy and profitability.

Sean Hoffman, Manager of Professional Services, BCC Software

Paula Stoskopf, Director Postal Affairs, Japs-Olson

Driving the Future of Ground Transportation

Sunday, 2:45 PM – 3:45 PM | 221 AB

The U.S. trucking industry is the backbone of commerce and logistics—moving over 70% of the nation's freight and connecting businesses, communities, and consumers every day. This workshop will explore the forces reshaping ground transportation, from technology and workforce trends to evolving customer expectations and sustainability goals. Join a panel of experienced transportation leaders for an inside look at how fleets of all sizes are adapting to industry changes. Learn how innovation, data, and workforce strategies are redefining safety, reliability, and operational excellence—and what the next five years may hold for commercial carriers and their partners.

Matthew Ritter, Interim Executive Dir., National Star Route Mail Contractors Association

How Seamless and IV Work Together

Sunday, 2:45 PM – 3:45 PM | 223

Seamless Acceptance is the USPS tool that commercial mailers use to present mailings. There are great benefits – improved workflow, easier mail induction, and a postage discount – but there are also challenges. Undocumented mail is a worry among many mailers, and Seamless may not confirm that all the mail was mailed. Using Informed Visibility with it can help you take advantage of Seamless, while mitigating the challenges. Use IV with Seamless to document mail dates for your customers, investigate undocumented assessments, and keep better control of your mail induction process. Of course, this is in addition to other benefits of mail tracking you already enjoy. This workshop will provide specific examples and processes you can use to make your mailing operations better today. Workshop qualifies to earn a Mail Center Manager Certification Certificate.

David Lewis, President, SnailWorks, LLC

Remote Leadership and Management

Sunday, 2:45 PM – 3:45 PM | 224 A

The 21st century workplace has moved out of the office and into cyberspace. Roughly 33% of the American workforce works remotely or in hybrid arrangements. Despite growing RTO trends, many workers do not want to come back to the office full time, and many companies do not plan to call them back. This workshop will explore the challenges to leading and managing remote teams, and in building from lessons learned over the past two NPF workshops, will introduce tools, methods and practices to help empower remote leaders to manage their remote teams and drive improvement and excellence from afar. Workshop qualifies to earn an Empowered Leadership Certification Certificate.

Zachary Bowden, Dir., Postal Logistics and Data Processing, Direct Marketing Solutions

The Predictive Path for Direct Mail

Sunday, 2:45 PM – 3:45 PM | 221 C

Direct mail is entering a new era—one where data doesn't just inform strategy, it predicts success. Join data experts as they explore how predictive modeling and cognitive psychology are driving creative diversification, channel optimization, and measurable ROI. You'll see how blending the what (transactional and deterministic data) with the why (cognitive science and motivations) helps marketers test smarter, spend smarter, and design mail that connects more meaningfully with every audience. Get a first look at the future of mail optimization, powered by

data that anticipates success and inspires a new era of predictive performance marketing. Workshop qualifies to earn a Direct Mail Marketing Certification Certificate.

Walter Christoni, Senior Vice President, Sales, Alliant
Rene Hamill, Vice President, Client Engagement, Alliant
Zach Hudson, Vice President, Solutions Architecture, Alliant
Matthew Whipple, President, Whipple Direct Mail

USPS Returns

Sunday, 2:45 PM – 3:45 PM | 225 B

Learn how USPS can enhance your returns process by leveraging our technology, processing facilities, transportation and delivery network. Learn about the latest enhancements to our return solutions.

Angela Dyer, Sr. Dir. Commerce Applications, USPS
Treishawna Harris, Mgr. Shipping & Commerce Technology Applications, USPS
Matthew Petrosky, Software Architect III, USPS

Educational Workshops Period 3

Plug. Play, Deliver: Customer-Driven Innovation on the USPS Platform

USPS Leadership Insight Session

Sunday, 4:00 PM – 5:00 PM | West Balroom

As shipping technology becomes deeply embedded within customer platforms, seamless integration, operational efficiency, and intelligent automation have become critical differentiators. In this USPS CIO-led session, you will learn how customers have integrated USPS technology — and increasingly, AI-enabled capabilities — into their systems to simplify shipping, scale operations, and deliver measurable business value. The session will explore how modern APIs, data platforms, and AI-driven insights streamline workflows, reduce friction, and unlock operational efficiencies through tighter system integration. It will also look ahead to emerging capabilities and upcoming platform enhancements that will enable customers to innovate faster, adapt more easily, and grow with confidence—positioning USPS as a flexible, future-ready partner in an evolving delivery ecosystem.

Pritha Mehra, Chief Information Officer, USPS
Angela Lawson, Vice President, Technology Applications, USPS

Sponsored by: Peraton

Artificial General Intelligence

Sunday, 4:00 PM – 5:00 PM | 225 B

Join us in this workshop as we look at how Artificial General Intelligence (AGI) will impact critical national logistics infrastructure like USPS, aviation, and energy including considerations for those who work in or rely upon these industries. We'll also cover potential for AGI to coordinate multimodal delivery networks at human-level reasoning. Risks and resilience planning for AGI-driven systems, and USPS's role as a trusted national entity in shaping responsible AI use.

Christine Palmer, CTO, Citizen Security and Public Services Sector, Peraton

Sponsored by: Peraton

C-Suite Ready: Elevate Your Presence 🏆

Sunday, 4:00 PM – 5:00 PM | 222 C

Ambition in the supply chain means being ready to lead at the highest level. You may have the data, the expertise, and the strategy, but without the appropriate command and presence, your proposals will fail to land with the necessary authority. This intentional workshop is dedicated to closing the gap between functional expertise and executive influence. We provide a believable, decisive playbook for transforming your professional presence to be C-Suite ready. Learn how to project authentic authority, structure presentations to drive strategic action, and engage senior leaders effectively. Stop watching your strategic initiatives stall; start leveraging your elevated presence to champion the bold horizons your organization is aiming for.

Workshop qualifies to earn an Empowered Leadership Certification Certificate.

Vanessa Zamy, President & CEO, LiberationX Contracts

Delivering the USPS Mission Through Commercial Products & Services 📈

Sunday, 4:00 PM – 5:00 PM | 224 A

The Commercial Products and Services (CP&S) Portfolio plays a critical role in enabling the USPS's ability to deliver on its universal service obligation and advance the Postal Service's Transformation plan. Learn how sourcing teams contract for professional and consulting services, employee and operational support needs, and retail customer products and fulfillment nationwide. This workshop will offer an overview of the CP&S Portfolio and how these services support the Postal Service's mission. Attendees will gain insight into current and upcoming procurement initiatives along with supplier expectations related to performance, collaboration, and innovation. The workshop will also highlight how CP&S partners with suppliers to advance USPS

sustainability objectives and deliver measurable mission outcomes. Workshop qualifies to earn a Mail Center Manager Certification Certificate.

Bridget Rice, Sr. Dir. Commercial Products & Services Portfolio, USPS

From Data to Decisions: Unlocking Business Value

Sunday, 4:00 PM – 5:00 PM | 229 A

Mail matters - and data unlocks its full potential. The Informed Visibility® Mail Tracking & Reporting (IV-MTR) platform—which includes barcode scan data, Informed Delivery® campaign data, postage data, and more—provides a powerful ecosystem of mail intelligence that goes far beyond basic tracking. This joint session brings together USPS technology leadership and industry innovators to demonstrate how mailers and service providers transform data from IV-MTR into actionable business results. Explore real-world use cases across financial services, healthcare, retail, and utilities showing how organizations drive operational efficiency, enhance customer engagement, and enable data-driven decision making. Learn proven strategies from USPS experts and leading technology providers for extracting maximum value from the entire IV-MTR platform. Attendees gain practical frameworks for turning foundational data elements into measurable business outcomes. Workshop qualifies to earn a Mail Center Manager Certification Certificate.

Charissa “Karen: Hill, Sr. Mail & Package Information Systems Specialist, USPS

Everette L Mills, VP of Product Management, Grayhair Software

John Whittington, Sr. Dir. Client Services & Postal, Intelisent Analytics Platform

How Packages Moves Through the Network

Sunday, 4:00 PM– 5:00 PM | 222 AB

Learn how a package moves through the new USPS processing and transportation network. Hear about new technologies used to sort packages, transportation and network strategies to move packages more efficiently, and initiatives to keep improving our performance.

Steve Hagenstein, Executive Dir. Logistics Modeling & Planning, USPS

Jim Herrmann, Sr. Dir. Network Transformation, USPS

Bradley McCullough Jr, Sr. Dir. Technology Development & Application, USPS

Gregory White, Executive Dir. Operations Integrations & Performance Excellence, USPS

Mail Paper Trees and the Environment

Sunday, 4:00 PM – 5:00 PM | 223

Two Sides North America's major research project, the Trend Tracker survey, has revealed several key insights into people's perceptions of print, paper, and the environment. Conducted every two years, this significant research survey asks over 12,000 consumers worldwide about their attitudes toward print, paper-based products, and the environment. In this workshop, we will focus on the latest results, trends, and generational shifts, reviewing the facts to debunk the myths and stop anti-print and paper Greenwashing. Environmental perceptions of paper, print, direct mail, and fiber-based products and their life cycle, and preferences for printed or digital communications, including statements, marketing communications, catalogs, and more.

Jules VanSant, Executive Director, Two Sides North America

Jill Crossley, Director of Operations, Two Sides North America

Are You Ready to Make the Quantum Leap?

Sunday, 4:00 PM – 5:00 PM | 224 B

Explore the revolutionary impact of emerging quantum computing and sensing technologies on the package shipping industry. Quantum advancements promise unprecedented computational power and precision, posing the possibility of optimizing complex logistics, improving route efficiency, and enhancing real-time package tracking with unmatched accuracy. We'll discuss how these transformative technologies enable companies to solve age-old problems in ways previously deemed impossible, from minimizing delivery times to reducing costs and ensuring higher security in parcel handling. Join us to discover how the shipping industry is poised to make a quantum leap into the future!

Michael Tait, General Dynamics Info Tech

Melissa Toppee, General Dynamics Info Tech 0.1875

Modernizing Postal Facilities

Sunday, 4:00 PM – 5:00 PM | 221 AB

As the nation's mail and shipping systems evolve, postal facilities must adapt to meet modern operational and sustainability goals. This workshop explores how design strategies can modernize aging buildings while preserving their architectural character. Muhlenberg Greene Architects, holding an open-ended design professional services contract with USPS since 2007, shares lessons from their award-winning West Chester Historic Post Office project and the Easton, PA, facility modernization. Attendees will learn how to balance preservation, performance, and cost-effectiveness to create facilities ready for the future of mail and package delivery.

Jim Sarro, Principal, Muhlenberg Greene Architects

The Mail Moment—Circa 2026

Sunday, 4:00 PM – 5:00 PM | 221 C

The mail moment used to be the reaction to reaching into your physical mailbox and being delighted by a letter, a catalog, a magazine, or a surprise package. Today, the mail moment is part of an omnichannel experience, but delight is still the outcome when the mail channel is maximized for impact.

Dr. Stephen Aguas, Director, Neuro-Fundraising Lab, Moore
Debora Haskel, VP Development, Moore

Welcome Reception—Kick Off NPF 2026

Sunday, 5:30 PM – 7:00 PM | North Ballroom Foyer

Step into the energy of NPF 2026 as we kick off an unforgettable week in Phoenix. Join us for an evening designed to bring the industry together—where new connections are made, familiar faces reconnect, and conversations begin to take shape. Set against a vibrant backdrop of collaboration and possibility, this is your opportunity to engage, exchange ideas, and build momentum for the days ahead. Enjoy great food, refreshing drinks, and an atmosphere that reflects the spirit of the industry coming together in one place.

Sponsored by: Peraton





Daily Activities

Monday, May 4 | Periods 4-7

Continental Breakfast

Monday, 7:00 AM – 8:00 AM | North Ballroom Foyer

Start your day with a light breakfast and meaningful connection. It's the perfect moment to gather, exchange ideas, and set the tone for a full day of insight, innovation, and the Opening Keynote ahead.

Sponsored by: Anchor Software LLC, Appian Association of Postal Commerce, Bear River Associates, Confluent, Deluxe, ECS Federal, FacilityOS, Fives Intralogistics Corp, Gozal Inc, Lorton Data Inc, Mailers Hub, One Holding Corporation, Oshkosh Corporation, Roots Logistics, World Wide Technology

Monday General Session

Monday, 8:00 AM – 9:30 AM | North Ballroom

Join America's 76th **Postmaster General, David Steiner**, as he kicks-off the 2026 National Postal Forum with an engaging address on the powerful legacy the Postal Service shares with its customers and the American public, and the strategies now shaping its future. The shipping, mailing and marketing industries are increasingly dynamic, with change a constant imperative for the Postal Service and American commerce. Against this backdrop, the fruits of Postal Service modernization, infrastructure investments, and product developments are speeding the pace of change, improving service, delivering ever greater value, and positioning America's postal value chain for innovation like never before. This important keynote will illuminate vital topics on the trajectory and shared future of our industry and your United States Postal Service.

Expo Hall Grand Opening—Step into What's Next!

Monday, 9:30 AM – 4:00 PM | Exhibit Hall

Following the General Session, the Exhibit Hall opens to one of the industry's most dynamic and solution-driven environments. Discover the technologies, tools, and partnerships shaping what's next in mailing and shipping. From live demonstrations to interactive exhibits, every aisle offers new ideas, meaningful connections, and opportunities to strengthen your approach. Step in, explore, and begin forging your path forward.

Maximize your Expo Experience – Exclusive Hours

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

Take full advantage of dedicated 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 Exhibit Hall is yours to explore with focus and flexibility. Engage with industry leaders, discover innovative solutions, and make the most of uninterrupted time designed to help you find exactly what you need to move your business forward.

Educational Workshops Period 4

Boot Camp for Mail Center Managers Part 1

Monday, 11:00 AM – 12:00 PM | 221 AB

In today's mail center environment, managers face daunting challenges – multiple areas of responsibility, disruptive technologies, a new PMG and possible changes to the Delivering for America plan, 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. Workshop qualifies to earn a Mail Center Manager Certification Certificate.

Patrick Ring, Director Mail Services, Boston University
Steve Smith, Base 60 Consulting

Delivering Performance in the Era of AI

Monday, 11:00 AM – 12:00 PM | 221 C

Brands in the U.S. will spend nearly \$40 billion this year to support their direct mail efforts. But with new technology threatening to disrupt long-established approaches to planning and executing marketing programs, how is the channel's role likely to evolve in the future? How should brands be leveraging technology to orchestrate an ideal role for direct mail in a diverse media mix? And how are innovations in data and technology opening new doors for mail service providers—through audience segmentation, content development, workflow optimization and other use cases—to expand their role as true omnichannel partners? Winterberry Group's Jonathan Margulies will address those questions and others while he reviews findings from the firm's annual Delivering Performance research.

Jonathan Margulies, Managing Partner, Winterberry Group

Sponsored by: Deluxe

How Public Policy Affects Your Business 🏆

Monday, 11:00 AM – 12:00 PM | 222 AB

The Postal Service is the hub of America's \$1.6 trillion mailing industry that employs 7.3 million workers. Millions of businesses rely on it. That makes pending postal legislation and Congressional oversight important for mailers, shippers, and USPS contractors as well as their employees across America. This workshop will highlight pending postal reform proposals in the U.S. Congress (including legislation to improve the investment of USPS pension funds) and explore ways mailing industry leaders can interact with their Members of Congress as well as postal industry advocates in Washington to strengthen the USPS and improve the business outlook of the entire mailing industry. Workshop qualifies to earn an Empowered Leadership Certification Certificate.

Cheryl Chapman, Product Manager of Bristol & Envelope Papers, Sylvamo

Marie Clarke, President, EMA Foundation for Paper-Based Communications

James Sauber, NPF Board Director, NALC/E Street Consulting

Michael Scanlon, Partner, K&L Gates

I Need a New Banana... 📈

Monday, 11:00 AM – 12:00 PM | 229 AB

That was a quote from one of our presenters...if you too need a "new banana" or new mailing solution, then you won't want to miss this workshop on the value of "co-solutions" such as comail, commingle, copal and more! The successful use of Co-Solutions is making mail more efficient, reducing the USPS' costs, and bringing customers postage savings and benefits that facilitate mail growth. Hear from the industry experts on how your business can use co-solutions so you can focus more on your core business and leave the headaches to the experts. Learn what's new in the Co-Solutions world—you may be surprised at what you discover...and you may decide that you, too, need a new banana! Workshop qualifies to earn a Mail Center Manager Certification Certificate.

Jamie Freeman, Vice President, TC Delivers

Mark Kolb, President, United Mailing Services & UMS Print Solutions

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

Sponsored by: ALG Worldwide Logistics

Marketing Mail Panel Discussion

Monday, 11:00 AM – 12:00 PM | 224 B

In this panel discussion, Joe Carte (a veteran SPC strategic sales leader) will moderate a panel discussion with four direct marketing leaders from prominent national brands (and SPC

Clients) who have led the migration to data-driven strategies and technology integration. From optimization to automation, testing philosophies, marketing technology, and optimizing USPS promotions, this workshop will uncover how top brands are using tech to amplify performance and ROI. Panelists will share lessons learned, successful tools, and where they see the greatest opportunity for growth in the future of direct mail.

Joe Carte, Strategic Accounts Executive, Specialty Print Communications (SPC)

Meg Eakes, Database Operations, RJ Reynolds

Tom Heffernan, VP Account Director, MRM

Powering Progress: How AI is transforming USPS Promotions & Customer Engagement

Monday, 11:00 AM – 12:00 PM | 224 A

The future of marketing is intelligent, automated, and personalized. The USPS is at the forefront of this revolution, leveraging AI to reinvent how we create and approve promotional campaigns.

Darrin Bell, Product Management Solutions Analyst II, USPS

Jason Kiefer, Director of Postal Affairs and Mailing Operations, Calev Systems

Transactional Mail Strategies

Monday, 11:00 AM – 12:00 PM | 222 C

Explore proven strategies for managing transactional mail with precision and efficiency. This workshop covers best practices for navigating USPS requirements, maintaining compliance, and optimizing mail operations. Learn how thoughtful oversight and process improvements can drive consistency, reduce risk, and support long-term success in high-volume mail environments.

Christine Erna, Business Systems Consultant, Forge

Scott Holton, Enterprise Postal Strategy Consultant, Progressive Insurance

Mark Rheume, Advisory Engineer, Ricoh USA

What is the CTA? Converting With Clarity

Monday, 11:00 AM – 12:00 PM | 223

Your call-to-action is the heartbeat of your mail piece—and too often, it's flatlining. This workshop reveals the psychology and design science behind CTAs that drive response. Learn how to blend copy, offer, and layout to inspire action, not confusion. Using proven examples from Gundir's decades of direct mail testing, attendees will leave with practical ways to improve response rates through clearer, stronger, more compelling calls-to-action.

Michael Gunderson, President, Gundir/CEO, PostReminder

Lunch at NPF

Monday, 12:00 PM – 1:00 PM | Exhibit Hall

Refuel and reconnect as the Exhibit Hall comes alive. Enjoy a fresh, satisfying lunch in the open dining area while connecting with peers and sharing ideas. It's the perfect mid-day pause to recharge, explore, and keep the momentum going.

Dessert & Beverages Sponsored by: Anchor Software LLC, Appian, Assurety Consulting & Solutions Inc, Confluent, ECS Federal, FacilityOS, Gozal Inc, Lorton Data Inc, Peraton, Roots Logistics

Educational Workshops Period 5

One Network in Action: Driving Service Performance Through Integrated Operations

USPS Leadership Insight Session

Monday, 1:00 PM – 2:00 PM | West Ballroom

Operational excellence across a vast network requires seamless coordination at every stage of the mailing and shipping journey. This session brings together operations leaders for a discussion on how processing, delivery, logistics, and performance management work together to power reliable service at scale. Leaders will share how an integrated operating model sharpens execution, accelerates decision-making, and strengthens end-to-end visibility from origin to doorstep. Attendees will gain insight into the data, infrastructure, and cross-functional collaboration driving measurable service improvements. Attendees will leave with a forward-looking view of how one unified network is advancing performance, resilience, and customer value nationwide.

Isaac Cronkhite, Chief Processing & Distribution Officer, USPS

Elvin Mercado, Chief Retail & Delivery Officer, USPS

Dr. Josh Colin, Chief Performance Officer, USPS

Pete Routsolias, A/Chief Logistics Officer, USPS

Sponsored by: ALG Worldwide Logistics

Address Quality 101

Monday, 1:00 PM – 2:00 PM | 224 A

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 Certification Certificate.

Adam Collinson, Director of Address Intelligence, GrayHair Software, Inc.

Earl Johnson, Dir. Addressing & Retail Technology Services, USPS

Collaborative Design of Modern Network Facilities

Monday, 1:00 PM – 2:00 PM | 229 AB

Collaborative panel presentation walking through the high level design of a modern network facility. We will highlight the work across functional groups required to successfully design a new facility, to include the building, yard, equipment set, equipment development, maintenance, and standard work design involved.

Eric Dolloff, Sr. Director Plant & Processing Modernization, USPS

Future Proofing Your Direct Mail Strategy

Monday, 1:00 PM – 2:00 PM | 223

Learn how new technology in data, web, artificial intelligence and digital advertising has changed the landscape and effectiveness of direct mail. You will get actionable information on how you can integrate direct mail with web, digital, email and online television to create highly effective omni-channel campaigns. Workshop qualifies to earn a Direct Mail Marketing Certification Certificate.

Keith Goodman, VP, Corporate Sales and Marketing, Modern Postcard

Improving Our Product Acceptance with a Better FAST Experience

Monday, 1:00 PM – 2:00 PM | 221 AB

In this workshop, we'll discuss the new policies governing the requirements for making appointments and delivering mailing and shipping products to USPS facilities. We will also provide an update on the newest technology enhancement both deployed and planned for the FAST system.

Angela Dyer, Senior Director Commerce Applications, USPS

Gregory White, Executive Dir. Operations Integrations & Performance Excellence, USPS

Membership Meeting Mastery: Live General Meeting Simulation

Monday, 1:00 PM – 2:00 PM | 221 C

Experience a well-run PCC general membership meeting from start to finish! This dynamic workshop simulates a complete general membership meeting, showcasing how to engage

diverse attendees, deliver valuable content, facilitate networking, and manage the flow of a successful event. Watch facilitators demonstrate effective presentation techniques, member interaction strategies, speaker introductions, Q&A management, and seamless transitions. The simulation includes a USPS update, an educational segment, networking activity, and business updates—all the components of a compelling membership meeting. In the debrief, you'll analyze what made it work and gain practical tools to elevate your own PCC meetings. Workshop qualifies to earn an Empowered Leadership Certification Certificate.

Denise Banks, Data Processing Mngr., Phoenix Lithographing Corp.

Jeff Hilliard, Customer Outreach Specialist, USPS

Rob Isaacs, Mailroom Mngr., The Villages Technology Solutions Group

Lewis Johnson, Customer Outreach Specialist, USPS

Melissa Richins, Commingle Mail Operations Specialist, IC Group

Sherwin Salla, Customer Outreach Specialist, USPS

Supply Chain Excellence, Today and Tomorrow

Monday, 1:00 PM – 2:00 PM | 222 AB

In this workshop hear how the Supply Management organization supports the Postal Service's Transformation Plan and delivers supply chain solutions in providing required goods and services through national commodity management strategies. Learn about the Supply Management structure, technology, and dashboards that are used to drive results. Hear how the organization uses automated tools and deploys continuous improvement programs to ensure contract compliance, reduce supply chain risk and monitor supplier performance. Gain insight into how SM benchmarks best practices and deploys Organizational Initiatives to automate processes and create efficiencies today and for future needs. Learn about SM supplier relationship management and opportunities to become a supplier to the Postal Service.

Mark Guilfoil, Supply Management Vice President, USPS

Donna Schoenbeck, Director Supply Chain Management Strategies, USPS

Visionary Leadership: Inspire & Empower 🏆

Monday, 1:00 PM – 2:00 PM | 222 C

Join us for an inspiring conversation on leadership, innovation, and making an impact in today's rapidly evolving business landscape. This workshop brings unmatched insight into what it takes to guide organizations, empower teams, and drive meaningful change. Learn how visionary leadership and diverse perspectives can spark innovation, turn bold ideas into business results, and empower teams to lead with purpose and impact. Workshop qualifies to earn an Empowered Leadership Certification Certificate.

David Sable, Vice Chairman, Stagwell

Your Mail Just Started Talking

Monday, 1:00 PM – 2:00 PM | 224 B

What if every piece of mail could talk to the recipient, answer questions, handle objections, and close sales, all while tracking attribution down to the individual mailpiece? In this interactive workshop you'll see AI-powered direct mail in action: scan a physical piece and watch an intelligent agent spring to life, conducting natural conversations that drive conversions. We'll show you the real-time analytics dashboard that's making direct mail as measurable as email and reveal how forward-thinking printers are adding six figures in annual revenue by offering attribution technology alongside printing services.

AJ Layo, Sales Manager, Sylvamo

David Rosendahl, President, MindFire

Kate Sanders, Omnichannel Marketing Manager, BCC Software

Educational Workshops Period 6

Mailing Reimagined: Innovation, Incentives, and New Pathways to Growth

USPS Leadership Insight Session

Monday, 2:15 PM – 3:15 PM | West Ballroom

Mail remains a powerful, evolving channel—and the future of mail growth depends on bold thinking and smart strategy. This session spotlights the Postal Service's major initiative, Mail Reimagination, and how it is redefining what's possible in the mailing space.

Attendees will receive key updates on promotions, incentives, and pricing strategies designed to stimulate volume and reward innovation. The session will also explore inventive approaches to growing mail—from emerging technologies and creative formats to strategic partnerships that unlock new value for marketers and mailers. Attendees will gain insight into how the organization is modernizing its mailing portfolio, encouraging experimentation, and positioning mail as a high-impact, data-driven channel for the future.

Steve Monteith, Chief Customer & Marketing Officer and EVP, USPS (and Team)

Sponsored by: Blue Cross Blue Shield Association – Federal Employee Program

Delivering Results: Market Smarter with Informed Delivery

Monday, 2:15 PM – 3:15 PM | 221 AB

Direct mail is an evolving dynamic, data-driven channel. This workshop highlights how industry—marketers, mail service providers, and the USPS—are using technology, design, and strategic promotions to transform mail into a measurable, engaging part

of omnichannel campaigns. Discover how AI, automation, and sustainability practices are redefining mail's value, from concept to conversion. Learn the latest developments in Informed Delivery and what the future has in store.

Kate Alves, Manager Experiential Technology, USPS

Lauren McKie, Innovation Analyst II, USPS

Glen Swyers, Director of Marketing Integration, Imagine

Engagement Engine: Growing and Energizing Your PCC Membership 🏆

Monday, 2:15 PM – 3:15 PM | 224 A

A thriving PCC needs more than just names on a roster: it needs engaged active members who see real value in participation. This dynamic workshop tackles the challenge of member recruitment, retention, and activation. Learn creative strategies for attracting diverse members across industries and company sizes, techniques for converting passive members into active contributors, and innovative programming ideas that keep people coming back. Explore proven communication tactics, recognition programs, and ways to measure and improve member satisfaction. Perfect for PCCs looking to revitalize their membership or take engagement to the next level. Workshop qualifies to earn an Empowered Leadership Certification Certificate.

Leanne Herman, Director Postal Affairs, Sepire

Corrina McEwen, Customer Engagement Specialist, USPS

Eric Roberts, Customer Outreach Specialist, USPS

Shannon Sinclair, Customer Outreach Specialist, USPS

Randy Slone, Postal Affairs & Mail Mngr., Team Concept Printing

Dan Topel, Business Development Executive, JHL Digital Direct

Evolving Global Regulatory Environment: Navigating the Changing Landscape

Monday, 2:15 PM – 3:15 PM | 224 B

Global trade dynamics are evolving faster than ever, specifically, the international regulatory landscape. Recently imposed and impending future regulatory requirements necessitates businesses shipping internationally to adopt a proactive, strategic approach that looks beyond the immediate impacts to preserve value, maintain market relevance, and identify areas of opportunity. The ability to navigate volatility and uncertainty, to drive competitive advantage and operational flexibility, is critical for long-term sustainability. In this workshop, participants will gain a clearer understanding of the changes and impacts within and across the international regulatory landscape, and what they mean for their operations, supply chains, and strategic planning.

Himesh Patel, Dir. Int'l. Strategy & Business Development, USPS

Vlad Spanu, Mngr. Int'l. Trade Policy & Compliance, USPS

Faster to the Mailbox

Monday, 2:15 PM – 3:15 PM | 221 C

From Proof to Post: Reducing Turnaround Without Sacrificing Quality. In today's fast-paced marketing world, every day between concept and in-home matters. This workshop shows how leading mailers compress schedules without compromising accuracy or compliance. Explore case studies on eliminating hidden delays, using automation and planning tools to streamline workflows, and building visibility across departments. Learn how to boost efficiency, speed, and quality—so your campaigns reach homes faster and perform stronger.

Karen Danielson, VP Marketing and Transformation, Japs-Olson

Future of Direct Mail 2026

Monday, 2:15 PM – 3:15 PM | 222 C

Direct mail's evolution shows no signs of slowing down. The Future of Direct Mail 2026 reveals how brands use data, AI, and identity resolution to drive growth in omnichannel campaigns. Learn how advanced targeting, contextual personalization, and smarter analytics are boosting performance. We'll share consumer insights on what makes mail drive action, plus a proven playbook for data activation, retargeting, measurement, and design. Bonus: tips on using USPS promos to cut costs and lift response. Workshop qualifies to earn a Direct Mail Marketing Certification Certificate.

Karen Scharf, VP, Marketing Communications, SG360

Michael McCormick, Marketing Specialist, SG360

Optimizing USPS Technology with AI

Monday, 2:15 PM – 3:15 PM | 222 AB

The shipping landscape is evolving rapidly, driven by shifting customer expectations, competition, and tech innovation. This workshop explores how businesses can fully leverage USPS through a multi-carrier strategy to stay agile, simplify logistics, and improve delivery performance. We'll highlight USPS's latest operational investments and tech upgrades—like improved service standards, new infrastructure, and advanced APIs and webhooks—and how they unlock new shipping opportunities. Learn how multi-carrier shipping software (MCSS) makes it easy to seamlessly adopt and benefit from these tools. Whether your goal is to improve speed, cost-efficiency, or reliability, this workshop will help you build a USPS-first strategy ready for the future, powered by modern shipping solutions.

Bill Schroeder, President, ProShip, Inc.

Power of Choice Unlocking your Potential 🏆

Monday, 2:15 PM – 3:15 PM | 229 AB

Every moment is shaped by choices we make. Some choices propel us forward with clarity and strength, while others keep us anchored in familiar, but limiting patterns. The good news is that the power to change direction already lives within you. This workshop is an opportunity to pause, reflect and reimagine what is possible when you step into your role as the author of your own story. You will explore how small, consistent decisions, aligned with your deepest values, can transform your relationships, career, health and sense of fulfillment. More than a workshop, this is a journey into the heart of empowerment. You'll leave, not only with strategies to make wiser, value-driven choices, but also with renewed energy and vision to create a future that reflects your highest self. Workshop qualifies to earn an Empowered Leadership Certification Certificate.

Dr. Sean Joyce, President, Omega Consultants

The Art of Periodical Advertising

Monday, 2:15 PM – 3:15 PM | 223

Join us and learn about the advertising rules for periodical mail and examples of such. Learn methods of record retention that are a best practice for class compliance and meet PCSC guidelines. Topics covered include: What advertising is, what it is not, advertising statute in Federal Code (Title 18), Public Service Announcements, examples of non-compliant periodical advertising (marketing mail enclosures), duration of record retention, allowable ad% in General Paid and Requester publications, etc. As a new generation assumes responsibility for periodical compliance, this fills an educational need for the class.

Eric Kisgen, Director, Postal Operations, People, Inc.

Educational Workshops Period 7

Bold Horizons: Leaders' Journeys! 🏆

Monday, 4:00 PM – 5:00 PM | 221 AB

Join the Women in Logistic and Delivery Services to hear from leaders across multiple sectors of the mailing and shipping industry as they share what first drew them into this field, the paths their careers have taken, and the goals that drive them forward today. This panel will provide fresh perspectives on short-term priorities and long-term ambitions, offering inspiration for the next generation of industry professionals while highlighting opportunities to shape the future together. Workshop qualifies to earn an Empowered Leadership Certification Certificate.

Ann Fischer, Commissioner, Postal Regulatory Commission

Amber McReynolds, Chairwoman, USPS Board of Governors
Pritha Mehra, Chief Information Officer and Executive Vice President, USPS
Paula Stoskopf, Director of Industry Affairs, Japs-Olson

Exploring the Postal Service Retail Experience with the Evolution of Self-Service Technology

Monday, 4:00 PM – 5:00 PM | 224 A

Customers want to conduct business on their own terms at their own schedule. The Postal Service is developing a suite of self-service technologies that is transforming our retail lobbies into destinations for customer to conduct business 24 hours per day. New Self-Service Kiosks, Rapid Drop Off Stations, and Smart Parcel Lockers are just some of the tools that are enabling customers to conduct more than 90% of retail transactions after business hours. This workshop will walk attendees through the new customer experiences enabled with by these and more technologies being implemented in retail lobbies. This workshop will provide an in-depth review that complements the hands-on experiences available on the trade show floor.

Bob Dixon, Senior Director Delivery & Retail Modernization, USPS
Cathleen Lujan, Director Retail, USPS
Kison Shin, Director Retail Technology Modernization, USPS

Mail Prep & Entry using USPS Data Files

Monday, 4:00 PM – 5:00 PM | 222 C

Join a panel of seasoned industry experts as they explore how the mail supply chain leverages USPS monthly data files to align with mail owners' in-home delivery expectations and drive campaign success. From initial list generation to presort, production, delivery, and tracking, we'll walk through the full lifecycle of mail preparation. This workshop will illuminate the critical timeline, operational interdependencies across industry segments, and the essential postal products that ensure efficient, and compliant mail entry. Workshop qualifies to earn a Direct Mail Marketing and Mail Center Manager Certification Certificate.

Deborah Damore, Head of Postal Affairs, GrayHair Software, LLC
Dana Fields, Senior Vice President, Bank of America
Rose Flanagan, Mgr. Postal Strategies & Logistics, Data-Mail, Inc.
Adam Koester, Product Manager, BCC Software
Michelle Zalewski, VP Postal Affairs, ALG Worldwide Logistics

Sponsored by: ALG Worldwide Logistics

Pivot to Parcels: Lessons Learned

Monday, 4:00 PM – 5:00 PM | 221 C

Mail operations have long been the backbone of delivery. As e-commerce continues to surge, many mailers are finding

opportunities to apply those same strengths in the fast-growing parcel market. In this panel discussion, leaders will share insights from helping facilities expand their capabilities without reinventing their core business. They'll discuss how mail operations can take advantage of parcel growth using existing infrastructure, scalable automation, and smart process design. Attendees will gain practical guidance on where to start, how to evaluate readiness, and ways to make the transition sustainable for both teams and technology.

Allie Collier, Growth Specialist, Engineering Innovation

Aaron Pedigo, Chief Technology Officer, Engineering Innovation

The Business Portal Reinvented: Your Command Center for Success

Monday, 4:00 PM – 5:00 PM | 223

Everything you need, one login away. Step into the new USPS Business Portal—streamlined, intuitive, and designed around you. Learn how enhanced dashboards, account tools, and faster service access make managing your mailing and shipping operations simpler than ever.

Ryan Deneault, Manager Technology Applications Services, USPS

The Great Slowdown: Rethinking Movers

Monday, 4:00 PM – 5:00 PM | 222 AB

For decades, the American mover has been one of the most predictable catalysts in marketing, a life stage that triggered a cascade of purchases, address changes and brand loyalties. But the mover journey has changed. With migration rates at their second consecutive historic low, the “Great Slowdown” in moving is reshaping how brands, marketers and mailers think about targeting and timing. As home buying stalls and homeowners stay put longer, traditional models built around relocation, renovation and renewal are being tested. From NCOA intelligence and address hygiene to new mover journey mapping, this panel will explore how to find and engage consumers during a time of unprecedented mobility stagnation.

Adam Collinson, Director of Address Intelligence, GrayHair Software, Inc.

Earl Johnson, Dir. Addressing & Retail Technology Services, USPS

Jessica Leone, Director, Content & Engagement Strategy, Valpak

Benjy Uhl, EVP, Audience & Product Development, Valpak

USPS International – What’s on the horizon?

Monday, 4:00 PM – 5:00 PM | 224 B

Staying competitive in a rapidly shifting global marketplace requires more than just moving Mail—it requires a strategic edge. The International team will unveil several new initiatives aligning

cross-border shipping offering with the rapidly evolving market. The team will present strategic improvements to products, pricing, and shipping services to provide a flexible, streamlined business interface with the USPS for your cross-border shipping needs. Participants will understand the steps that International Business has taken to strengthen the value proposition to our customers and improve our competitiveness in the global marketplace, to turn logistical volatility into a predictable, cost-effective advantage for global customers.

Richard Brown, Director International Processing & Logistics Operations, USPS

Robert Ferraro, Director International Sales, USPS

Nakesha Kemp-Hirst, Director International Business Solutions & Services, USPS

Maryam Nasimov, Director International Intelligence & Support Center, USPS

Himesh Patel, Director International Strategy & Business Development, USPS

Claire Perez Redondo, Director International Affairs & Bilateral Agreements, USPS

USPS Package Sorters of Today

Monday, 4:00 PM – 5:00 PM | 229 AB

In this workshop learn about the different technologies USPS leverages to sort packages, from matrix to linear to loop sorters. Amount of capacity added and what's in the pipeline!

Amit Cholkar, Vice President Engineering Systems, USPS

Bradley McCullough Jr., Sr. Dir. Technology Development & Application, USPS

Zachary Payton, Executive Manager Package Sorting Technology, USPS

PCC Reception

Monday, 5:30 PM – 7:00 PM | West 301 Ballroom D

Join us for an evening of connection, conversation, and celebration at the PCC (Postal Customer Council) Reception. This gathering brings together industry professionals and postal leaders for a dynamic night of networking, collaboration, and camaraderie—all aligned with the spirit of forging bold horizons. Enjoy great food, lively entertainment, and the opportunity to engage with the PCC community. Don't miss this chance to reconnect, expand your network, and be part of the conversations shaping what's next.

Tuesday, May 5 | Periods 8-10

Continental Breakfast

Tuesday, 7:00 AM – 8:00 AM | North Ballroom Foyer

Ease into the day with a continental breakfast and fresh conversation. Connect with peers, share perspectives, and prepare for another day of learning, collaboration, and forward-thinking discussion.

Sponsored by: Anchor Software LLC, Appian Association of Postal Commerce, Bear River Associates, Confluent, Deluxe, ECS Federal, FacilityOS, Fives Intralogistics Corp, Gozal Inc, Lorton Data Inc, Mailers Hub, One Holding Corporation, Oshkosh Corporation, Roots Logistics, World Wide Technology

Tuesday General Session

Tuesday, 8:00 AM – 9:00 AM | North Ballroom

Join us for a high-energy keynote with **Jeremy Gutsche**, New York Times bestselling author and CEO of TrendHunter.com—one of the world's most sought-after innovation experts. Trusted by global brands, CEOs, and organizations navigating rapid change, Jeremy delivers powerful insights on how to rethink strategy, strengthen leadership, and build a culture of innovation that performs under pressure. Through a dynamic blend of emerging trends and proven frameworks, you'll gain practical tools to unlock creativity, accelerate ideas, and adapt with confidence in an evolving business landscape.

Explore The Hall!

Tuesday, 9:30 AM – 5:30 PM | Exhibit Hall

Maximize your Expo Experience – Exclusive Hours

Take full advantage of dedicated Expo hours when no workshops are in session! From **9:30 AM – 11:00 AM, 12:00 PM – 1:00 PM, and 4:00 PM – 5:30PM**, the Exhibit Hall is yours to explore with focus and flexibility. Engage with industry leaders, discover innovative solutions, and make the most of uninterrupted time designed to help you find exactly what you need to move your business forward.

Educational Workshops Period 8

AIM Session

USPS Leadership Insight Session

Tuesday, 11:00 AM – 12:00 PM | West Ballroom

Join Senior USPS executives and industry leaders for a high-impact panel discussion on the challenges and opportunities shaping today's mailing industry. The session opens with insights from Steve Monteith USPS Chief Customer and Marketing Officer and Executive Vice President, followed by a dynamic panel moderated by Marc McCrery, USPS Vice President of Customer Experience.

Hear directly from the USPS and industry partners on how collaboration is key to building a strong profitable future for postal products. This interactive session includes time for audience questions, meaningful connections, and fresh perspectives you can take back to your organization. Insightful. Interactive. Inspiring. This is the one AIM session you won't want to miss.

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

Marc McCrery, Vice President, Customer Experience, USPS

Jim Cochrane, CEO, Package Shippers Association

Lyf Titcomb, VP of Postal Operations and Strategic Projects, DHL eCommerce

Eric Hollingsworth, Vice President, Product Operations, RevSpring

Activate The Envelope

Tuesday, 11:00 AM – 12:00 PM | 222 AB

In a world of digital overload, the envelope remains one of the most powerful tools for making a memorable first impression. This EMA member-led workshop brings together innovators from across the mailing industry to share strategies, designs, and technologies that elevate the envelope from a carrier to a communicator. From tactile finishes and interactive print to sustainability and postal promotions, discover how today's envelope can drive brand impact, boost open rates, and deliver measurable results. Participants will leave inspired with new ideas to activate their own mail campaigns and engage customers from the very first touch.

Marie Clarke, President, EMA Foundation for Paper-Based Communications

Boot Camp for Mail Center Managers Part 2

Tuesday, 11:00 AM – 12:00 PM | 221 AB

In today's mail center environment, managers face daunting challenges – multiple areas of responsibility, disruptive technologies, a new PMG and possible changes to the Delivering for

America plan, 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. 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 Certification Certificate.

Patrick Ring, Director Mail Services, Boston University
Steve Smith, Base 60 Consulting

Direct Mail Success for Nonprofits

Tuesday, 11:00 AM – 12:00 PM | 223

This workshop will feature a panel of nonprofit experts who will share their experiences using direct mail for nonprofit fundraising, appeals, subscriptions and more. In 2024, charitable giving in the United States reached an estimated \$592.5 billion, which was a 6.3% increase in current dollars (a 3.3% increase after adjusting for inflation). According to reports, direct mail was one of the top 3 most effective fundraising strategies for nonprofits. Hear about successful designs and campaigns utilized by nonprofit mailers, and tips and tricks to make your next nonprofit direct mail campaign a success! Workshop qualifies to earn a Direct Mail Marketing Certification Certificate.

Dan Ball, Stewardship Director, DAV (Disabled American Veterans)
Jerry Mathias, Postal Affairs Mgr., ALSAC - St. Jude Children's Research Hospital
Turner Scott, Team Leader, Production Management Group
Kathleen Siviter, Executive Director, Alliance of Nonprofit Mailers

Mailing Promotions Workshop

Tuesday, 11:00 AM – 12:00 PM | 229 AB

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.

Tyler Jett, Manager Product Integration & New Solutions, USPS
Katelyn Tollefsen, Product Management Solutions Analyst I, USPS

Mapping Resilience: Using GIS to Outsmart Disruption

Tuesday, 11:00 AM – 12:00 PM | 222 C

When the storm hits, stay steady. See how USPS uses GIS, NOAA, and FEMA data to predict and respond to disruption—from hurricanes to wildfires. Learn how data visualization and predictive mapping power smarter contingency planning and transparent communication with customers.

Mohamad Elqudsi, Manager Geospatial Analytics, USPS

Rethinking Success in Mail Services 🏆

Tuesday, 11:00 AM – 12:00 PM | 224 A

Rapid shifts in technology and customer expectations are reshaping the mail service provider business. Traditional models anchored in volume and routine no longer guarantee stability. Success will belong to providers willing to adapt. This workshop features insight from renowned analyst Andrew Young and industry columnist Mike Porter about coming changes and advice on navigating the years ahead. adjustments that are no longer optional, and competitive advantages that separate those who grow from those who plateau. The discussion is designed to help mail service providers grow and adapt in an evolving marketplace, not just survive. Workshop qualifies to earn an Empowered Leadership Certification Certificate.

Mike Porter, President, Print/Mail Consultants

Andrew Young, Owner & Principal Analyst, Treeline Press

The Truth About Direct Mail's Future ✉️

Tuesday, 11:00 AM – 12:00 PM | 224 B

The world of mail is changing. For decades, printers and envelope manufacturers were built for volume. But the future is being shaped by data, automation, and precision. Programmatic direct mail is redefining how brands connect — smaller, smarter, faster. This workshop explores what the numbers reveal about that transformation: how zero-party and first-party data drive relevance in a privacy-first world, and how intelligent, agentic systems will soon orchestrate campaigns automatically. The shift may feel unfamiliar, but the opportunity is profound. The future of mail is not less — it is more intelligent, measurable, and indispensable. Workshop qualifies to earn a Direct Mail Marketing Certification Certificate.

Tim Curtis, Chief Strategy Officer, NaviStone

Visibility Optimization – how to maximize scans on your packages 📦

Tuesday, 11:00 AM – 12:00 PM | 221 C

In today's fast-paced logistics and e-commerce environment, real-time package visibility is no longer a luxury; it's a competitive necessity. Poor visibility leads to lost packages, delayed deliveries, inefficient workflows, and dissatisfied customers. This workshop provides a practical, hands-on approach to identifying, assessing, and improving package visibility. Learn how to ensure your packages receive scans and visibility throughout their journey, based on years of experience and examples. Lessons learned include labeling tips and issues, addressing, nesting, packaging,

label approvals and checklists, and more. Gain insights on features to optimize package tracking and location accuracy for greater transparency, improved customer experience, and reduced operational costs. Workshop qualifies to earn a Mail Center Manager Certification Certificate.

Amanda Kirschner, Director Product Tracking, USPS
Sam Leinbach, Director of Postal Relations, EasyPost

Lunch at NPF

Tuesday, 12:00 PM – 1:00 PM | Exhibit Hall

Take a well-earned break and savor the moment. Grab a bite, gather with colleagues, and enjoy great conversation in a relaxed setting. With the Exhibit Hall just steps away, it's an ideal time to refuel and discover what's next.

Dessert & Beverages Sponsored by: Anchor Software LLC, Appian, Assurety Consulting Solutions, Confluent, ECS Federal, FacilityOS, Gozal Inc, Lorton Data Inc, Peraton, Roots Logistics

Educational Workshops Period 9

Winning the Last Mile: New Product Applications, New Market Opportunities, New Strategies

USPS Leadership Insight Session

Tuesday, 1:30 PM – 2:30 PM | West Ballroom

The shipping landscape is evolving quickly, and growth requires more than strong delivery—it demands innovative products and sharper market strategies. This session highlights how the Postal Service is expanding its shipping offerings, modernizing sales tactics, and pursuing new market opportunities to win business in a competitive environment. Leaders will also discuss the Last Mile Bid Process as part of a broader strategy to strengthen partnerships and extend the value of the USPS delivery network. Together, these efforts are positioning the organization to capture new revenue and compete more effectively in a dynamic marketplace.

Bill Fraine, Senior Vice President, National Sales, USPS

Shavon Keys, Vice President, Regional Sales, USPS

Juan Nadal, Vice President, Strategic Sales, USPS

Shibani Gambhir, Vice President, Sales Intelligence, USPS

Jamie Cousin, Senior Director, Sales Transformation, USPS

Sponsored by: Fives Intralogistics Corp

Address Intelligence: APIs That Deliver Every Time

Tuesday, 1:30 PM – 2:30 PM | 222 AB

Accuracy is everything. Join this hands-on session to learn how USPS's newest Address Management APIs can help you eliminate undeliverables, cut costs, and modernize your mailing operations. Discover smarter ways to validate, integrate, and optimize address data for flawless delivery performance.

Earl Johnson, Dir. Addressing & Retail Technology Services, USPS

Sponsored by: ECS Federal

Catalogs In the 2020s from Soup to Nuts

Tuesday, 1:30 PM – 2:30 PM | 229 AB

One-hundred fifty years after Montgomery Ward, catalogs remain a vibrant part of the mail stream. Catalogs are an integral component of multi-channel strategies that continue to evolve in the 21st Century. A panel of ACMA members will help you connect the dots of all stages of the catalog pipeline will examine the life cycle of the catalog, including: setting sales targets, identifying the audience, finding and sourcing the merchandise, defining the role of the catalog, seasonal & annual marketing strategies, getting the most out of service providers, measuring the catalog's performance and its effectiveness in the total marketing mix, effective fulfillment, follow-up marketing, and maximizing customer lifetime value.

Steve Gustafson, VP, Marketing Services, The Bradford Group

Brandon Jacklin, VP, Logistics & Postal Affairs, Nahan Printing

Michael Plunkett, President & Executive Dir., American Commerce Marketing Association

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

Chaos to Control: Automated Workflows

Tuesday, 1:30 PM – 2:30 PM | 224 B

Learn how a utility in-plant transformed their print mail operation to better serve their customers and organization. A cross-functional team aligned on strategic goals, selected new technology partners, and implemented new workflows. The approaches and new capabilities are driving results across several departments while providing improved customer experience from content creation to community engagement and end customers. Join this workshop to learn successful strategies to assess communication needs, transform legacy applications, align stakeholders, and educate users on effective digital strategies across workflow, print and mail communications.

Aaron (AC) Chrisman, Mngr. Print Services, Salt River Project

Lois Ritarossi, President, High Rock Strategies

Ctrl+Alt+Lead—Rebooting Leadership for every Generation 🏆

Tuesday, 1:30 PM – 2:30 PM | 222 C

Come learn with me in this dynamic workshop on how effective leaders adapt their styles across generations! We'll revisit key discoveries from our 2025 NPF workshop and dive deeper into best practices for leading Baby Boomers, Gen X, Millennials, and Gen Z. This workshop will highlight generational differences in communication styles, motivation strategies, and team integration. Leaders will walk away with actionable insights to foster collaboration, boost engagement, and drive performance in today's multigenerational workplace. Join us and elevate your leadership impact across every generation! Workshop qualifies to earn an Empowered Leadership Certification Certificate.

Cornelius Fedderman, Sr. Mgr, Logistics Operations, CarMax Enterprise Service

Dear First Name: Personalization at Scale

Tuesday, 1:30 PM – 2:30 PM | 223

Can mass-produced direct mail feel like a personal letter from a friend? It can, and it should. In this workshop, you'll learn how to use handwriting, creative design, data-driven targeting, and USPS tools to create DM campaigns that feel one-to-one, even when sent to thousands. Discover how to craft envelopes and messages that get opened and convert by leveraging the science of personalization and the art of human connection. We'll explore real-world case studies, performance data, and practical tips on everything from envelope design to variable image personalization to omni-channel integration. You'll also see how to take advantage of USPS promotions without sacrificing authenticity.

Ilan Mann, Postalgia, Inc.

Exploring USPS Online Resources

Tuesday, 1:30 PM – 2:30 PM | 221 AB

We will be exploring the various USPS online resources live! In today's fast-paced mailing and shipping environment leveraging the USPS's online resources is essential to keeping up with the ever-changing regulations and opportunities to mitigate increasing postage costs. These are resources utilized everyday by industry experts. This hands-on workshop introduces attendees to key USPS digital platforms—PostalPro, Postal Explorer, FAST (Facility Access and Shipment Tracking), and USPS.com. Participants will learn how to use PostalPro for accessing technical guides, industry webinars, and mailing promotions; navigate Postal Explorer to find essential publications like the Domestic Mail Manual (DMM), pricing calculators, and mailing standards and locate key information in FAST. **Note: This workshop is hands-on**

and participation requires attendees bring a laptop with them. Wi-Fi will be available.

Michael Filipski, Commercial Acceptance Analyst III, USPS

Rhonda Mitchell, Quad

Michael Rizzi, Major Mailer Support Specialist, USPS

Lisa Wurman, Manager Postal Affairs, Quad

Wi-Fi Sponsored by: Quad

Nonprofit Eligibility 101

Tuesday, 1:30 PM – 2:30 PM | 221 C

This workshop is designed for nonprofit organizations, Mail Service Providers, and others who need basic education or a refresher on the USPS' requirements and process for obtaining nonprofit mailing authorization. A panel including USPS and nonprofits/MSPs will walk through the process of obtaining USPS authorization as well as common pitfalls that risk putting that authorization in jeopardy.

Stephanie McFarlan, Manager Mail Classification, USPS

Kathleen Siviter, Executive Director, Alliance of Nonprofit Mailers

Steve Smith, Base 60 Consulting

Smart Mail Centers Integrate Tech and AI

Tuesday, 1:30 PM – 2:30 PM | 224 A

The Smarter Mail Centers are Integrating Smart Equipment and AI to revolutionize the way they operate, train and market their services. These combined efforts lead to reduced processing times, lower costs, less errors, improved safety, increased marketability and next level procedural training. Workshop qualifies to earn a Mail Center Manager Certification Certificate.

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

Educational Workshops Period 10

Building the Modern Postal Network: Inside the USPS Transformation

USPS Leadership Insight Session

Tuesday, 2:45 PM – 3:45 PM | West Ballroom

In this session you'll get a firsthand view at how the Postal Service is physically and digitally rebuilding its network. From new and redesigned facilities to upgraded processing equipment, smarter technology platforms, and a more modern retail experience, the focus is on the real changes happening across the system. Leaders will connect the dots between these investments and show how they come together to improve speed, consistency, and the

overall customer experience. You will see what's being built, what's already in motion, and how the pieces fit together to produce a fully modernized national network.

Gary Reblin, Chief Technology Officer, USPS

Elvin Mercado, Chief Retail & Delivery Officer, USPS

Isaac Cronkhite, Chief Processing & Distribution Officer, USPS

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

Sponsored by: Breakthrough

Delivering People Power—Tackling Human Capital Challenges in the Postal Industry 🏆

Tuesday, 2:45 PM – 3:45 PM | 222 C

The Postal industry is facing a pivotal moment, balancing operational demands with a rapidly evolving workforce landscape. This workshop brings together industry leaders, HR professionals, and operations experts to address the pressing human capital challenges impacting postal organizations today. Participants will explore strategies to attract, retain, and develop talent while fostering innovation and resilience across the workforce. Workshop qualifies to earn an Empowered Leadership Certification Certificate.

Shaun Anderson, Vice President, BCC Software

International Letter Mail—Still a Thing

Tuesday, 2:45 PM – 3:45 PM | 223

A panel made up of three presenters to discuss the ways international letter mail can help companies market their products to an international audience and use USPS international products to “go global.” The panel will discuss the standards and preparation requirements; an international direct mailer on how their company uses direct mail and then fulfillment by USPS; and a service provider that specializes in international mailings.

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

Christy Hulsart, Vice President of Sales, The Mail Group

Jason Kiefer, Dir. of Mailing and Distribution Scvs., Caley Systems

Michelle Lassiter, Classification Specialist, USPS

Leading by Building Great Relationships! 🏆

Tuesday, 2:45 PM – 3:45 PM | 221 C

President Teddy Roosevelt said, “The most important ingredient in the formula of success is knowing how to get along with people”. Almost all would agree that building better relationships will lead to greater success and happiness in our lives – and the lives of people around us. In this presentation we will cover Seventeen important keys to help build better relationships, based on research and expert perspectives. We will also look at important principles to connect with people, build trustworthiness, communicate

effectively and develop greater credibility. Workshop qualifies to earn an Empowered Leadership Certification Certificate.

Wes Friesen, President, Solomon Training & Development

Mail & Parcel Evolution Trends & Innovation

Tuesday, 2:45 PM – 3:45 PM | 224 B

This workshop will explore the transformation of the mail and parcel industry through a data-driven lens, focusing on how legacy practices have evolved into today's innovative, integrated solutions. In the Past, mailrooms relied heavily on manual workflows and early forms of automation, consuming significantly more labor and offering limited accuracy improvements. Today, the landscape is defined by rapid technological adoption: AI-driven processing, digital mail delivery, and sustainability initiatives have become standard, reducing manual data entry by up to 80% and meeting customer expectations for real-time tracking and eco-friendly operations. In the Future, we anticipate a fully integrated, data-driven mail ecosystem. Robotics, predictive analytics, and sentiment analysis.

Tom Wirth, Executive Advisor, Bear Tracks

Peer-to-Peer Roundtables

Tuesday, 2:45 PM – 3:45 PM | 229 AB

Step into a collaborative, open-forum experience where USPS and industry experts come together to share insight, answer questions, and explore real-world solutions. These interactive roundtables are organized around specific postal products, programs, and services—clearly identified by table signage, with a full listing of topics posted outside the room to help you plan your participation. Move freely between tables, exchange ideas with peers, and gain practical perspective from those shaping the industry. It's a dynamic opportunity to connect, learn, and help forge bold horizons through shared knowledge and experience. Roundtables are first-come, first-served.

Sponsored by: Design Conveyor Systems (DCS)

Predict Creative Wins Before You Mail

Tuesday, 2:45 PM – 3:45 PM | 221 AB

What if you could know which direct mail creative will perform best before you ever print or mail a single piece? Join us and learn how marketers are using pre-market testing to accurately predict consumer response and shape winning creative strategies earlier in the process. By simulating real audience engagement with different messages, offers and designs, teams can identify the combinations most likely to resonate with consumers and stand out from the competition. Through illustrative examples and insights, attendees will learn how data-driven creative can predict performance and optimize campaigns for greater precision and

impact before they ever reach the mailbox. Workshop qualifies to earn a Direct Mail Marketing Certification Certificate.

Scott Harvey, Vice President of Direct Marketing, Quad
Shawn O'Neill, VP and Director of Marketing, OneMain Financial

USPS Visibility: Bringing Data Together

Tuesday, 2:45 PM – 3:45 PM | 222 AB

This workshop will serve as a discussion and demonstration of how utilizing data from the USPS' Informed Visibility, EPS feeds/reporting, Informed Delivery and ACS systems can create the full visibility many mailers struggle with today. This enhances reporting and adds value to every step in the process and any organizational unit in any organization interested in truly managing the "lifecycle" of a mail piece once it has been accepted into the USPS' network. Our presentation will describe the data each of these systems provides and how they complement one another to enhance visibility and reporting of activity on many levels. We will cover validation, creation and reporting of the data these systems provide.

Thomas Glassman, Senior Integration Specialist, Wilen
Mark Rheume, Advisory Engineer, Ricoh USA, Inc.

When Chaos Breaks Your Supply Chain

Tuesday, 2:45 PM – 3:45 PM | 224 A

Forget predictable shipping cycles—welcome to the era of micro surges. A viral TikTok, a freak storm, or even politics can blow up demand overnight. Lori Boyer, Director of Content Marketing at EasyPost and host of the podcast Unboxing Logistics, will sit down with Tim Ranagan, Marketing Director at EasyPost, for a fireside chat on how these curveballs are reshaping shipping. With tariffs, inflation, and fickle consumers in the mix, chaos is the new normal. The smart play isn't scrambling—it's building flexible systems that spot surges early, reroute shipments on the fly, and keep margins safe. Attendees will get real examples, fresh insights, and practical strategies for thriving when the next surge hits—because in 2026, the only thing you can count on is the unexpected.

Lori Boyer, Head of Content, EasyPost

Exhibitors' Reception

Tuesday, 4:00 PM – 5:30 PM | Exhibit Hall

Unwind and connect at the Exhibitors' Reception—an energetic close to your day on the Exhibit Hall floor. Meet with 200+ exhibitors, explore new solutions, and continue conversations in a relaxed, social setting. Enjoy appetizers, beverages, and a lively atmosphere as you build relationships, exchange ideas, and celebrate the connections that help move the industry forward.

Pick up a complimentary Exhibitors' Reception Drink Ticket when you visit EasyPost at Booth 701. Tickets limited to the first 500.

Sponsored by: EasyPost



Daily Activities

Wednesday, May 6 | Periods 11-14

Continental Breakfast

Wednesday, 7:00 AM – 8:00 AM | West Ballroom Foyer

Recharge for the day ahead of the Town Hall with a relaxed breakfast and one more opportunity to connect. Reflect on insights gained, strengthen new relationships, and prepare to make the most of your final day at NPF.

Sponsored by: Anchor Software LLC, Appian Association of Postal Commerce, Bear River Associates, Confluent, Deluxe, ECS Federal, FacilityOS, Fives Intralogistics Corp, Gozal Inc, Lorton Data Inc, Mailers Hub, One Holding Corporation, Oshkosh Corporation, Roots Logistics, World Wide Technology

Delivering the Future: A Town Hall with the Postmaster General

Wednesday, 8:00 AM – 9:00 AM | West Ballroom

In this Town Hall, the Postmaster General, **David Steiner**, reflects on the key discussions from the 2026 National Postal Forum and responds to questions from industry partners and stakeholders. The conversation will focus on the Postal Service's strategic direction, including efforts to achieve financial stability, move toward break-even performance, and position USPS for long-term viability. Attendees will hear how transformation initiatives across operations, technology, service, and products are aligning to support a strong and sustainable future for the Postal Service.

Continental Breakfast

Wednesday, 8:00 AM – 9:00 AM | Workshop Row Foyer

Begin your final morning with a light breakfast and good conversation before the final stretch. Take time to connect, reflect, and carry forward the ideas and connections that will continue to shape what's next.

Sponsored by: Anchor Software LLC, Appian Association of Postal Commerce, Bear River Associates, Confluent, Deluxe, ECS Federal, FacilityOS, Fives Intralogistics Corp, Gozal Inc, Lorton Data Inc, Mailers Hub, One Holding Corporation, Oshkosh Corporation, Roots Logistics, World Wide Technology

Educational Workshops Period 11

Creative Power Through Segmentation

Wednesday, 9:15 AM – 10:15 AM | 222 C

See how smarter segmentation and creativity can fuel powerful growth for your future mail campaigns. This workshop shows how to uncover audience segments and pair them with expert creative approaches that truly connect. You'll see how relevance—not reach—drives stronger response and ROI. Through real case studies, learn how to identify new audience groups within your circulation, understand their motivations and barriers, and translate those insights into high-performing creative. Attendees will leave with a roadmap to build, test, and scale segmentation-driven creative that delivers measurable lift for your future campaigns.

Tim Carr, CEO, Chief Lifter, LIFT Agency

Matt Whipple, President, Whipple Direct Mail

Direct Effect Overview and Ambassador Training 🏆

Wednesday, 9:15 AM – 10:15 AM | 224 B

Learn how you can inspire the next generation of marketers on the value of Direct Mail. Take this Ambassador training course to help you educate others on the Direct Effect initiative and support its goal of equipping future marketing professionals with the tools they need to succeed in direct marketing. Workshop qualifies to earn an Empowered Leadership Certification Certificate.

Carl Boettner, Program Manager Products & Service, USPS

How AI Agents Power Omnichannel Journeys

Wednesday, 9:15 AM – 10:15 AM | 221 C

In an era where customers move fluidly between physical and digital worlds, marketing success depends on unifying those experiences. Yet, most organizations still manage direct mail, email, and digital media as separate workflows—missing the opportunity to deliver cohesive, data-driven journeys. This workshop explores how AI Agents can autonomously design, execute, and optimize omnichannel journeys that span direct mail, display, and CTV. You'll see how predictive analytics, persona-based personalization, and real-time triggers can turn traditional campaigns into intelligent, adaptive customer experiences.

Tabrez Rajani, Founder and CEO, Boostt AI

Next Level Intelligent Mail Barcodes

Wednesday, 9:15 AM – 10:15 AM | 223 C

Get more out of your mail operations by exploring the options enabled via the Intelligent Mail barcode for Letters and Flats. There is much more to the barcode than just delivery. Explore supply chain best practices, from both an Industry and Postal Service perspective. Improve your quality control processes,

expand service offerings, and take advantage of all the Full-Service Intelligent Mail benefits available to you. Full-Service mailings can utilize Mail Tracking services, Address Correction Services - including how the Postal Service handles your physical pieces if Undeliverable as Addressed. This workshop will outline strategies for success.

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

One Connection at a Time 🏆

Wednesday, 9:15 AM – 10:15 AM | 222 AB

The Leaders Connect Mentorship Program is more than a networking initiative — it's a bridge between today's mailing and printing professionals and the next generation of leaders. This no-cost program offers an easy, rewarding way for experienced professionals to give back while helping emerging talent grow their skills, expand their knowledge, and build meaningful industry connections. Leaders Connect unites professionals across all areas of direct mail and print, where mentors share insights gained through years of experience, and mentees learn how mail, packages, data, and digital communication intersect in today's evolving marketplace. Join us to experience the power of mentorship.

Workshop qualifies to earn an Empowered Leadership Certification Certificate.

Jordon Jolly, Postal Affairs, SnailWorks

Dina Kessler, President, Kessler Creative

Bob Rosser, Director of Postal Affairs, IWCO

Paula Stoskopf, Director of Industry Affairs, Japs-Olson

Product and Structural Changes for July 2026 📈

Wednesday, 9:15 AM – 10:15 AM | 221 AB

Discover what USPS structural and product changes are planned for July 2026. Learn how they will be implemented and how to prepare for these changes. Workshop qualifies to earn a Mail Center Manager Certification Certificate.

Mary "Meg" Ballard, Classification Specialist, USPS

Alison Fassett, Classification Specialist, USPS

Dale Kennedy, Director Product Classification, USPS

Understanding the New Service Standards 📧 📈

Wednesday, 9:15 AM – 10:15 AM | 229 AB

Join senior leaders from USPS for an in-depth discussion on the evolution of USPS service standards and what they mean for customers, partners, and the broader mailing industry. This workshop will explore the rationale behind recent updates, the data-driven approach to performance improvements, and how

these changes align with USPS's transformational plan. Workshop qualifies to earn a Direct Mail Marketing and Mail Center Manager Certification Certificate.

Steve Hagenstein, Executive Director Logistics Modeling & Planning, USPS

Kristina Reynoso, Senior Director Processing Operations, USPS

Gregory White, Executive Dir. Operations Integrations & Performance Excellence, USPS

Educational Workshops Period 12

Delivering Trust – Protecting People, Mail, and Packages in a Connected World

USPS Leadership Insight Session

Wednesday, 10:30 AM – 11:30 AM | West Ballroom

Today's mail and shipping environment is no longer just about delivery — it's about safeguarding a complex, interconnected ecosystem. This session explores how the Postal Service is moving beyond traditional security models to protect people, mail, and packages from modern threats. At the center of this work is trust — the confidentiality, integrity, and availability of the mail, the systems that support it, and the people who rely on it. That foundation gives customers and partners confidence the Postal Service will fulfill its mission every day. Through an integrated strategy that blends cybersecurity and crime prevention, leaders will gain insight into how resilience is built into every step of the process. The session will also examine emerging risks and innovations shaping secure, reliable delivery in 2026 and beyond.

Gary Barksdale, Chief Postal Inspector

Heather Dyer, Vice President Chief Security Officer

Brendan Donahue, Acting Chief Inspector, Headquarters Operations

Sponsored by: CrowdStrike

Drive Mail Growth with Tech Innovations

Wednesday, 10:30 AM – 11:30 AM | 223 C

The key to driving mail growth lies in embracing cutting-edge innovations that enhance the efficiency and effectiveness of your campaigns. We will walk through the life cycle of a campaign that uses advanced data analysis, asset creation, automation enhancements and Data driven production to make the mailpiece experience more personalized and faster than ever before! Then tie it all together using feedback mechanisms like Informed Delivery, Informed Visibility, digital Call To Actions like QR Codes, Personalized URLs or even AI Virtual Assistants to make a high ROI campaign!

Dave Krawczuk, Vice President, Print Strategy, Lob.com

End to End Mail Strategy–Collaborative

Wednesday, 10:30 AM – 11:30 AM | 222 C

How collaboration between customer and MSP can garner the best outcome for design, postage and delivery of mail. MSP representatives and customer will discuss the benefits of working together from initial mail piece design, discussing things like address selection, colors, inks, presort strategy, promotion registration and approvals and logistic tracking to achieve both great response and postage optimization.

Rose Flanagan, Mngr. Postal Strategies & Logistics, Data-Mail, Inc.
Kerry Hannify, Director of Account Services, Data-Mail, Inc.
Alisha Mangin, Postal Affairs Specialist, Data-Mail, Inc.

EQ: Leading with Impact 🏆

Wednesday, 10:30 AM – 11:30 AM | 221 C

In today's fast-paced and unpredictable world, Emotional Intelligence (EQ) is a key leadership competency. How you show up as a leader (your actions, reactions, and communication), set the tone and influence team culture. The incoming workforce increasingly expects leaders to demonstrate empathy, authenticity, and psychological safety. This interactive workshop explores EQ fundamentals, its role in effective leadership, and strategies for coaching with EQ. Through peer learning and hands-on practice, you'll build self-awareness, empathy, and interpersonal skills—leading to stronger teams and better collaboration. Workshop qualifies to earn an Empowered Leadership Certification Certificate.

Debbie Korver, Director, Corporate Services, Farm Bureau Financial Services

Locker-First Logistics

Wednesday, 10:30 AM – 11:30 AM | 229 AB

The future of business distribution isn't just faster, it's smarter, more secure, and more sustainable. As e-commerce, education, healthcare, and enterprise operations evolve, organizations are rethinking how goods and materials move. Enter Locker-First Logistics, a model placing intelligent parcel lockers at the center of modern distribution. Join us to explore how smart locker networks are transforming last-mile delivery and internal logistics. Learn how they cut failed deliveries, streamline workflows, boost compliance, and enhance customer and employee experiences, setting a new standard for connected, efficient, and secure delivery.

Morgan McGovern, Director of People & Product Strategy, Postal Source

Physical & Digital Mail Come Together

Wednesday, 10:30 AM – 11:30 AM | 224 B

This workshop will take a look at how physical and digital mail can complement one another, leading to increased customer engagement for both channels. We'll look at why mail still matters, how the effectiveness of direct mail can be tracked, the digital options available to augment your hard copy pieces, and more.

Workshop qualifies to earn a Direct Mail Marketing Certification Certificate.

Amanda Armendariz, Editor, Mailing Systems Technology Magazine

Paul Bobnak, PB Communications

Signed, Sealed, Supported: How to Get USPS Help Fast!

Wednesday, 10:30 AM – 11:30 AM | 222 AB

Whether you are a residential customer with delivery concerns or a business managing bulk mailings and shipments, this workshop will walk you through the most effective ways to contact the US Postal Service for support. Learn how to navigate online tools, reach customer service, and submit service requests. Empower yourself and your customers with the knowledge to get timely, accurate assistance – no matter your mailing or shipping needs!

Paul Bernicchi, Manager Business Customer Support & Service, USPS

David Colon, Director Enterprise Customer Care, USPS

Wendy Daniels, Director Customer Experience & Strategy, USPS

Nathan King, Director Consumer Advocate, USPS

Trigger-Based Mail for Better Results

Wednesday, 10:30 AM – 11:30 AM | 221 AB

As customer journeys become more fragmented, traditional batch-and-blast direct mail is becoming less effective. This workshop explores how organizations are using trigger-based direct mail to deliver timely, relevant messages driven by customer signals rather than static calendars. Participants will learn how behavioral, transactional, and lifecycle triggers activate mail in response to key customer moments, improving response rates and reducing waste. The session examines common trigger types, how timing influences performance, and where different mail formats are most effective. Attendees will leave with a clear framework for identifying high-value trigger moments and understanding what it takes to implement trigger-based direct mail programs.

Darcy Hoffman, EVP Marketing Strategy & Innovation, Amsive

Dan Browne, Product Manager, Postal Affairs, Amsive

Sponsored by: Amsive

True Leadership 🏆

Wednesday, 10:30 AM – 11:30 AM | 224 A

True leadership isn't defined by a title—it's demonstrated through influence, integrity, and impact. This workshop explores how today's leaders can strengthen trust, inspire performance, and lead with authenticity in a hybrid, data-driven world. Using proven principles from both corporate leadership and ministry-based empowerment, participants will learn how to elevate morale, drive accountability, and sustain excellence in their organizations. This interactive workshop challenges attendees to assess their leadership identity and embrace strategies that build credibility and connection from the mailroom to the boardroom. Workshop qualifies to earn an Empowered Leadership Certification Certificate.

Floyd Creecy, VP of Operations, 120 Design Studio, LLC

NPF Partnership Recognition Luncheon

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

NPF attendees are invited to a special seated luncheon recognizing best-in-class USPS partnerships from across all postal areas. This event honors the collaborations that continue to strengthen innovation, connection, and excellence throughout the mailing and shipping industry. This celebration is paired with an engaging keynote from **Scott Bloom**—corporate comedian, author, and business communicator known for blending the power of laughter with the language of business. Through audience-centered humor and interactive storytelling, Scott brings fresh perspective to the importance of collaboration and relationship-building into day's professional landscape. This year's luncheon experience promises to be both celebratory and memorable!

Sponsored by: Pitney Bowes



Educational Workshops Period 13

7 Skills to be a Successful Mail Manager

Wednesday, 2:00 PM – 3:00 PM | 229 AB

To be an effective mail manager you'll need a blend of technical, organizational, and interpersonal skills. We will show you how to measure those attributes and why this combination matters. This workshop will put you on the path to success. Workshop qualifies to earn a Mail Center Manager Certification Certificate.

James Burns, Operations Manager, Mass General Hospital
Alexis Nicoletta, Strategic Account Leader, Salem One

Click-N-Ship 2.0: Scaling Smarter for Growing Businesses

Wednesday, 2:00 PM – 3:00 PM | 223 C

Your digital post office, reimaged. Discover how Click-N-Ship is evolving to empower small and midsize businesses with batch printing, commercial rates, and enhanced analytics. Get a sneak peek at upcoming features—built to help you scale without friction.

Matt Petrosky, Software Architect III, USPS

How Traits can Undermine your Career

Wednesday, 2:00 PM – 3:00 PM | 222 AB

In this workshop, we delve into how personality traits, unrecognized blind spots, ingrained habits and personal weaknesses can subtly sabotage your career progression. While qualities like confidence and diligence are often celebrated, when taken to extremes or unchecked, they can lead to overconfidence, burnout and strained relationships. Blind spots, areas where we lack self-confidence, can cause us to misinterpret situations, leading to poor decision-making and missed opportunities. Additionally, habits, such as procrastination, resistance to feedback and avoidance of difficult conversation can erode trust and hinder professional growth. Recognizing and addressing these factors is crucial for fostering a positive work environment and achieving long-term career success. Workshop qualifies to earn an Empowered Leadership Certification Certificate.

Dr. Sean Joyce, President, Omega Consultants

Navigating the Business Customer Gateway

Wednesday, 2:00 PM – 3:00 PM | 221 C

This is a hands-on workshop to show participants how to navigate and use the tools and features of the BCG to achieve their mailing and postal objectives. The workshop will cover the values (MIDs, CRIDs, etc.) that are required for successful use and understanding

of the valuable information available in the BCG. Tips and Tricks for finding information will also be shared with the group. This will be a live demo for participants to actually see the value in learning to use many features available in the BCG. Workshop qualifies to earn a Mail Center Manager Certification Certificate.

Leanne Herman, Director, Postal Affairs, Sepire

Sponsored by: Sepire

SCF Entry: Combining Strategies to Save

Wednesday, 2:00 PM – 3:00 PM | 224 A

Learn how to maximize SCF entry discounts by tailoring a variety of pre-sort, commingle, and drop ship strategies to your requirements. Discover how the latest approach to tray-level consolidation can add up to 30% savings on delivery and postage costs for both nationwide and regionalized direct mail programs.

Melissa Noebes, SVP, Growth Initiatives, Enru Logistics

Educational Workshops Period 14

Driving Successful Sustainability Solutions with Technology and Innovation

Wednesday, 3:15 PM – 4:15 PM | 229 AB

Learn how USPS is leveraging technology and innovation as we focus on reducing and tracking our greenhouse gas emissions, diverting waste from landfills, increasing use of renewable electricity and other sustainability-focused solutions and reporting.

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

Efficiency, Accuracy, and Excellency

Wednesday, 3:15 PM – 4:15 PM | 221 AB

This workshop equips mail and shipping professionals with practical strategies to achieve operational excellence. Participants will explore how to streamline inbound and outbound workflows, improve accuracy, and enhance customer service through proven best practices and smart use of technology. Key topics include workflow mapping, route optimization, performance tracking, and staff training to foster accountability and adaptability. Real-world examples will highlight how data-driven insights and engaged teams create resilient, efficient operations. Attendees will leave with actionable tools and frameworks to strengthen their mail centers, reduce costs, and deliver consistent, high-quality service in an evolving industry. Workshop qualifies to earn a Mail Center Manager Certification Certificate.

Edgar Flores, Mailing Services Supervisor, University of Southern California

Leading Through Change & Mergers 🏆

Wednesday, 3:15 PM – 4:15 PM | 223 C

In today's competitive business landscape, consolidation and acquisition are a part of everyday life in the mailing industry. This workshop explores the strategic, financial, and cultural dimensions of acquiring or merging with another company. Attendees will gain insights into critical challenges of post-merger integration. We will discuss the challenges with people management, software integration, capturing value from data insights, and work culture. Whether you're preparing for an acquisition or navigating a recent merger, this seminar offers practical guidance to ensure long-term. Workshop qualifies to earn an Empowered Leadership Certification Certificate.

Sharick Mirza, CEO/Founder, Assurety Consulting & Solutions, Inc.

Sponsored by: Assurety Consulting & Solutions, Inc.

Out with the Bad, in with the Good—We Deliver for You

Wednesday, 3:15 PM – 4:15 PM | 222 AB

In this workshop learn how the U.S. Postal Inspection Service [helps] keeps the mail flowing by enforcing laws that protect the integrity of the mail system, ensuring security for postal employees and facilities, investigating crimes that disrupt mail service (like fraud and theft), and providing critical operational support during large-scale events and crises. A unified effort that includes working with partner agencies and organizations to intercept illicit contraband and collaborate to prevent scams that target mail customers, all contributing to the safe and efficient movement of mail.

Amanda Weisbacker, Postal Inspector Program Manager, USPS

Plug In. Power Up. USPS APIs in Action

Wednesday, 3:15 PM – 4:15 PM | 222 C

Integrate smarter, move faster. Dive into real-world use cases of USPS APIs for shipping, tracking, and logistics. Hear how businesses are using APIs to automate operations, enhance transparency, and unlock new customer value—complete with live examples and best practices.

Bryan Whitmore, Manager Customer Access Technology, USPS

Supercharging Direct Mail with AI, Attribution & Omnichannel ✉️

Wednesday, 3:15 PM – 4:15 PM | 224 A

Learn how to harness cutting-edge technologies and revolutionize your approach to print marketing with AI and technology. This strategic fusion will skyrocket direct mail response rates and drive

revenue. We will also take a deep dive into the realm of tracking and attribution for offline channels, helping you unlock the secret to proving the effectiveness of direct mail. With powerful, data-driven insights at your fingertips we will deep dive into Leveraging AI for Optimization, Utilizing Artificial Intelligence to predict the most effective direct mail attributes and lift response rates and Competitive Intelligence to gain valuable insights into competitor strategies to identify winning tactics. Workshop qualifies to earn a Direct Mail Marketing Certification Certificate.

Payton Nolan, Director of Business Development, DirectMail2.0

The Importance of Leading Through Change 🏆

Wednesday, 3:15 PM – 4:15 PM | 221 C

This workshop will explore why embracing change is essential for growth, innovation, and long-term success in any organization. It highlights the benefits of change, including increased adaptability and resilience, while addressing how to overcome the common negative perceptions that make change difficult by utilizing practical strategies for leading others through transitions with clarity, empathy, and confidence. Workshop qualifies to earn an Empowered Leadership Certification Certificate.

Brooke George, Administrative Manager, Missouri Department of Revenue

NPF Closing Event: Sonoran Desert & Denim—After Dark

Wednesday, 7:00 PM – 10:00 PM | North Ballroom

Close out NPF 2026 with a high-energy evening of music, movement, and connection. Start with Latin dance lessons before the DJ takes over, then explore interactive experiences—from custom leather-engraved keepsakes to a 360° photo booth capturing unforgettable moments. Enjoy Sonoran-inspired cuisine and signature cocktails, or step into the Sonoran Lounges—inviting spaces designed for a more relaxed atmosphere, perfect for conversation and connection as you celebrate a week of insight, innovation, and camaraderie—leaving Phoenix energized for your next bold horizon.

Sponsored by: Confluent and MongoDB



**SONORAN DESERT & DENIM
AFTER DARK**





Reimagine Mail

JOIN A MAIL INNOVATION SESSION

The United States Postal Service is reimagining mail for today's customers. Be part of what's next.

In this hands-on workshop, you'll:

- **Stay ahead of change** - see how USPS and the mailing industry are modernizing mail right now
- **Get inspired by what's possible** - build bold ideas alongside mail industry innovators
- **Help define what's next for mail** - create the future of mail, don't just watch it happen

★ ★ ★ **MARK YOUR CALENDAR!** ★ ★ ★

Secure your spot for these high-demand sessions:



Phoenix Convention Center | Room 227A/B



Sessions conducted daily

See times in the National Postal Forum (NPF) app.



Plan ahead, seating is limited



NPF 2027
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EXCEPTIONAL
SETTING.



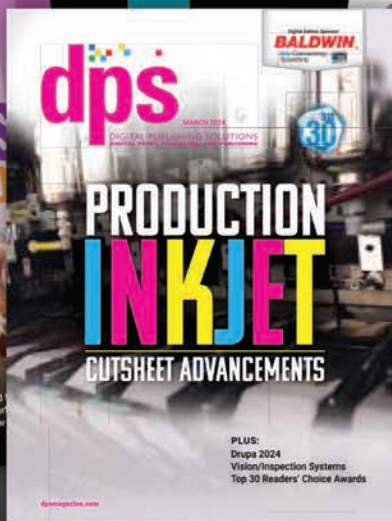
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Explore the NPF Exhibit Hall

Exhibit Hall Must-See Highlights:

USPS Sales Booth #417 – 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, Booth #729 – 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!

NPF Charging Lounge and AI Photo Booth #841 – Take a break, catch-up on email and power up your devices and create your AI Persona!!
Powered by: AWS

Relaxation Station, Booth #339 – Take a break and enjoy a complimentary seated massage at the NPF Relaxation Station.
Sponsored by: CDW Government

Four NPF Refresh Lounges, Booth #100, #138, #1001 and #1039 – Indulge in a coffee, beverages and desserts in the four corners of the Exhibit Hall on Monday and Tuesday.

Visit Refresh Lounge, Booth #1001 on Monday and customize a cookie topped with your full-color photo! **Compliments of:** Microsoft.

Enjoy freshly made Popcorn served from Lounge Booth #1039 on Monday, **Compliments of:** DHL eCommerce.

Enjoy more Popcorn served from Lounge #138 on Tuesday, **Compliments of:** Accenture Federal Services.

Exhibit Hall Dessert and Beverages, Sponsored by: Anchor Software LLC, Appian, Assurety Consulting & Solutions Inc, Confluent, ECS Federal, FacilityOS, Gozal Inc, Lorton Data Inc, Peraton, Roots Logistics

Scan your badge at the **Prize Drawing Stations #107, #644, and #1115** for a chance to win a \$500 American Express Gift Card every day!

Sponsored by: Confluent, Full Sail Logistics, Gozal Inc, GrandShipper, IWCO, Kingsgate Logistics, Mailers Hub, TEC Mailing Solutions LLC, Taylor Print & Visual Impressions

Exhibitor's Reception – Tuesday, 4:00 PM – 5:30 PM – Unwind, network, and explore! Over 200+ exhibitors are ready to connect with you at this exclusive evening reception. Enjoy appetizers, beverages, 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 2026 App for interactive maps, exhibitor details, and event updates. See page 4 for download instructions.



2026 Exhibitor Listing

S | Sponsor

AFC Logistics **S**

Booth 939

AFC Logistics is a full-service transportation and logistics provider focused on delivering reliable, efficient freight solutions. They partner closely with carriers and customers to move freight safely, on time, and with a high level of service, while building long-term relationships through transparency and accountability.

AiLO Logistics

Booth 443

Since 1984, AJR Trucking has been a trusted name in transportation, delivering reliable and efficient logistics solutions. 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 601

ALG Worldwide Logistics is a privately held company established in 1982. They 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.

Alliance of Nonprofit Mailers

Booth 1120

Alliance of Nonprofit Mailers is a nonprofit trade association representing Nonprofit Mailers.

Amsive **S**

Booth 125

Amsive is the performance marketing agency obsessed with your brand growth with innovative customer acquisition, engagement, and communications solutions. A full-service partner with both digital and direct-native expertise, Amsive designs audience, creative, and channel strategies that amplify growth, leveraging in-house campaign and production capabilities for seamless execution.

Anchor Software, LLC **S**

Booth 738

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. organization that maintains and enhances its own or other companies' lists.

Appian

Booth 1023

Appian delivers a software platform that helps organizations run better processes that reduce costs, improve customer experiences, and gain a strategic edge. Committed to client success, they serve many of the world's largest companies across various industries. For more information, visit appian.com.

Armstrong Transport Group

Booth 1041

We are a transportation provider for USPS.

Arrive Logistics

Booth 233

In just over a decade, Arrive grew into North America's 4th-largest truckload brokerage, moving 7,000+ loads daily. They have earned shippers' and carriers' trust by building strong relationships, delivering consistent, high-quality service, and investing in exceptional talent and technology.

Association of Postal Commerce

Booth 1122

PostCom is a national association that represents those who use or support the use of postal commerce for business development.

Association of United States Postal Lessors AUSPL

Booth 1134

AUSPL is a 501(c) nonprofit organization that provides education, information and support to owners of Post Office buildings leased to them by USPS and supports the public-private partnership the post office leasing program represents.

Assurety Consulting & Solutions, Inc.

Booth 1032

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.

Backhaul Direct

Booth 640

Backhaul Direct is a technology-enabled 3PL logistics and parcel optimization platform focused on high-performance USPS and carrier solutions. They help shippers reduce parcel and mailing costs, improve delivery performance, and gain full visibility across their network through intelligent routing, rate optimization, workshare strategy, and integrated carrier management.

B&R Moll, Inc.

Booth 541

B&R Moll, Inc. is an industry leader of folder/glue, 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.

B Real Logistics, LLC

Booth 122

B Real Logistics LLC is your trusted supply chain problem-solver. Count on them for dependable logistics and transportation solutions that reduce inventory carrying costs and add flexibility to your production planning—helping you avoid the higher costs often associated with other providers.

BCC Software, a BlueCrest Company

Booth 911

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.

Bear Cognition

Booth 338

Focused on logistics, supply chain, and complex enterprise operations, including tools built specifically for USPS services, Bear Cognition builds software that helps organizations think, reason, and act faster at scale.

Bear River Associates

Booth 232

BearTracks is a mail and package management software company with 35+ years of experience serving mail centers in Fortune 500 companies across industries. Their platform helps operations teams handle high volumes across multiple locations while meeting strict delivery targets and chain of custody requirements.

Bird Shippers of America

Booth 1117

The Bird Shippers of America is an organization of hatcheries that mail day-old poultry throughout the United States. They will be at the NPF to answer questions about shipping day-old poultry and explain how the implemented changes recommended by the OIG audit have impacted shipping.

BlueCrest

Booth 801

BlueCrest provides comprehensive data-through-delivery technology solutions, changing how business is done within the postal and mailing industry. Building upon its long history of innovation and deep industry knowledge, BlueCrest is there as a partner to its worldwide client base delivering efficient results and continuous service excellence.

Blue Cross Blue Shield Association - Federal Employee Program

Booth 536

At the Federal Employee Program (FEP), they have been committed to delivering high-quality health care coverage to federal employees, retirees, and their families since 1960. That

commitment is reflected in the trust our members place in us 99% choose to stay with FEP year after year.

BlueGrace Logistics

Booth 635

BlueGrace Logistics offers customizable transportation management solutions as a full-service Third-Party Logistics [3PL] provider that helps shippers manage their freight spend through industry leading technology with a large network of established carriers across the country. With 9 offices strategically located in major transportation hubs across the U.S. and Mexico, including national headquarters in Tampa.

Cabrella

Booth 529

Cabrella is a leading provider of technology-driven shipping insurance solutions, offering advanced risk mitigation, real-time analytics, claims administration and custom insurance program for e-commerce and logistics service providers worldwide.

Cargo Jet Logistics

Booth 745

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 800

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.

Cenveo

Booth 538

At Cenveo, they're more than the nation's largest envelope manufacturer; they're your partner in connecting the world. With a rich history of innovation and service, they pride ourselves on crafting solutions that carry your messages from coast to coast.

Certified Mailing Solutions, Inc.

Booth 646

Certified Mailing Solutions Inc.- Provides a digital certified mailing solution with Electronic Return Receipt and online tracking through a proprietary portal. Their patented service is the most robust, advanced end-to-end electronic certified mail service available approved by the United States Postal Service.

CMA Technology, Inc.

Booth 539

CMA is a trusted value-added reseller and strategic partner to federal agencies, delivering mission-driven technology solutions



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that enhance security, operational efficiency, and digital transformation. At the National Postal Forum, CMA is proud to jointly exhibit with Palo Alto Networks, a global leader in cybersecurity.

Crowe Logistics

Booth 345

Crowe Logistics, founded in 2016 and based in Chicago, is a reliable transportation provider specializing in dry van and flatbed truckload services. Focused on efficiency and on-time performance, the company delivers dependable freight solutions for a wide range of industries, including general commodities, construction materials, and oversized loads.

Complete Mailing Lists, LLC

Booth 234

CML offers hundreds of specialty Business and Consumer mailing lists that fulfill your most challenging postal, email, and telemarketing needs. Their 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.

Compu Mail

Booth 401

Compu-Mail, LLC, headquartered in Grand Island, NY, is a leading provider of direct mail, secure transactional mail, commercial print, signage, promotional products, and data-driven multichannel campaigns. The company is partially women-owned (25%) and supports clients nationwide across diverse industries.

CompX Security Products

Booth 528

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

Continental Envelope

Booth 330

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.

Countrywide Logistics

Booth 123

Countrywide Logistics is a versatile logistics company based in Tampa, Florida, offering a comprehensive range of transportation. Combining advanced technology with a customer-focused approach, the company delivers efficient, reliable logistics services that help businesses streamline operations and move goods seamlessly across the country.

Data-Mail, Inc.

Booth 328

Data-Mail is one of the nation's largest privately held full-service print and mail providers, producing secure, high-volume communications for leading financial services, healthcare, insurance, and consumer brands. Through advanced automation, high-speed digital printing, intelligent inserting, and sophisticated postal optimization, Data-Mail helps clients improve delivery performance, reduce postage costs, and streamline complex communication programs.

Data-Pac Mailing Systems Corp.

Booth 116

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.

Dataminr

Booth 1030

Dataminr is the global leader in AI-powered real-time event, threat & risk intelligence. The company delivers the earliest actionable intelligence on breaking events, emerging threats, and unexpected risks across the physical, digital, and cyber domains. More than 100 U.S. government agencies, 20+ international governments, two-thirds of the Fortune 50, and half of the Fortune 100 trust Dataminr to protect people, assets, and operations and respond with unmatched speed and confidence.

Decision Science

Booth 1028

Decision Science is not just a technology firm; we are pioneers at the forefront of integrating Artificial Intelligence into targeting direct mail and email. Their mission is to transform your business challenges into opportunities using cutting-edge AI solutions. Whether it's boosting your direct mail responses, optimizing client conversions, or managing lending risks, their ready-to-deploy models are tailored for immediate impact.

Delivery Technology Advocacy Council (DTAC)

Booth 1122

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

Deluxe

Booth 1109

Deluxe Marketing is a trusted leader in data-driven marketing. By combining actionable data and analytics with full-service

agency support, they help businesses reach and convert the right customers. Whether it's strategic campaign design, data and audience integration, campaign production, deployment, or performance forecasting and attribution, we drive real, measurable results.

Designed Conveyor Systems (DCS)

Booth 119

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.

D4 Solutions

Booth 1038

D4 Solutions delivers high-quality, fully branded variable data printing with precision, along with secure web portals for seamless e-delivery and document hosting. The results prove their success with a 99.9% accuracy rate and our many long-term client relationships, we give their clients the confidence that the job will get done right.

Diamond Envelope Corporation

Booth 412

Diamond Envelope Corporation is a custom-designed envelope manufacturer.

Digital Print, Inc.

Booth 222

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. DPI's SmartStacker feature enables the system to run in-line with stitchers and perfect binders delivering bundles meeting USPS specifications. It delivers laser sharp barcodes, text and graphics at up to 500 fpm.

Digitalized Software

Booth 117

Digitalized Software brings together mailing industry veterans and software innovators to build solutions that transform how organizations handle inbound and outbound communications. Backed by 30+ years of postal industry expertise and a commitment to continuous innovation, they don't just digitize mailrooms, they help the people running them become indispensable.

Direct Logistics

Booth 537

Direct Logistics has been successfully handling business-critical mail-as-freight for over 20 years, and are ready to help your company transform destination-entry drop shipping and LTL / TL logistics into a positive, reliable experience.

Direct Marketing Solutions/Johnson & Quin, Inc.

Booth 228

Introducing the new DMS and Johnson & Quin, Inc. - integrated direct marketing. Expanded! Stronger together. Built to deliver. More reach. More capacity. More expertise. Greater speed. Same client-first focus.

DLZ Florida, LLC

Booth 935

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.

Double Envelope

Booth 933

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

EAM-MOSCA Corporation

Booth 313

As an industry leader, we have used our experience and expertise to develop proven, comprehensive systems to help our customers lower maintenance costs, minimize parts replacement, improve productivity, and reduce carbon footprints. Their strict focus on strapping products and machinery has enabled them to be agile and adaptive to meet ever-changing packaging markets quickly and to become widely known as the lowest-total-cost supplier.

EasyPost

Booth 701

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.

Easyship

Booth 1004

Easyship is a leading eCommerce shipping platform built to simplify fulfillment for businesses of all sizes. Their all-in-one software empowers merchants to manage orders, compare rates, automate shipping, and scale globally, without the hassle. Trusted by over 100,000+ merchants worldwide, Easyship helps brands deliver a seamless customer experience with fast, affordable, and reliable shipping, no matter where they sell.

Elevation Logistics

Booth 544

Elevation Logistic is a full-service transportation and logistics provider specializing in reliable, flexible, and customer-focused

freight solutions across North America. They support shippers with a wide range of capacity options, including full truckload (FTL) dry van and refrigerated, as well as cargo vans, reefer sprinters, and box trucks for time-critical or smaller-volume shipments. Along with any Air Freight needs.

EMA and EMA Foundation for Paper-Based Communications.

Booth 1123

EMA strengthens and promotes the value of mail through strategic advocacy, collaboration and communication.

Engineering Innovation, Inc.

Booth 917

Eii (Engineering Innovation Inc.) designs and builds high-performance mail and parcel automation systems that help mail service providers and distribution operations process more pieces with less labor. From induction and singulation to sorting, our solutions improve throughput, accuracy, and uptime—so you can move mail and packages efficiently and profitably.

Esband USA

Booth 542

Esband USA delivers truly endless belts engineered for demanding applications. Their belts provide exceptional reliability, smooth running, and long service life - ideal for high-speed postal sorting and mail-handling systems as well as printing processes or paper handling. With advanced materials, precision coatings, and custom options, Esband ensures consistent performance that keeps your postal, paper or printing operations moving efficiently.

Esri (Environmental Systems Research Institute, Inc.)

Booth 1031

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.

Eve International Logistics

Booth 433

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.

FacilityOS

Booth 437

FacilityOS streamlines and automates facility, asset and visitor management operations to achieve regulatory compliance,

enforce safety protocols and drive site security requirements. A part of FacilityOS's modular platform, LogisticsOS is the leading mail, package, and asset management solution to track packages across the entire chain of custody, eliminate paperwork, and reduce delays.

F.C. MEYER PACKAGING, LLC

Booth 237

Domestic Folding Carton Manufacturer - Made in the USA since 1904, delivering folding cartons and protective paperboard packaging for food, retail, and consumer brands.

Firstlogic Solutions, LLC

Booth 408

Firstlogic delivers the Firstlogic Data Quality (DQ) Suite and the SAP Data Quality Management (DQM) Platform to data-driven companies. Both the batch and real-time software can be deployed on-premise and in private cloud environments, including AWS, Microsoft Azure and Google Cloud. The Annual Subscription includes both software license and support with unlimited record processing.

FourKites

Booth 239

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.

FP Mailing Solutions

Booth 329

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.

Freedom

Booth 816

Freedom is a leading privately held direct mail company specializing in high-impact acquisition and loyalty campaigns. They offer a powerful mix of lithographic and fully variable digital printing to deliver targeted, results-driven communications. They work closely with the USPS and proactively develop supply chain solutions that empower their clients with more control, predictability, and confidence.

Freedom Trans USA, LLC

Booth 546

Freedom Trans is an asset-based logistics company, specializing

DON'T CARRY IT
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Flat Rate Shipping**



Why lug it home when you can send it ahead—fast, easy, and on us? With USPS Priority Mail Flat Rate Boxes, ship your NPF materials anywhere in the U.S. at no cost to you.

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One Partner. Every Solution.

ITF Logistics Group delivers end-to-end supply chain solutions built for scale. With asset-based capacity and integrated infrastructure, we move freight with precision, reliability, and control.

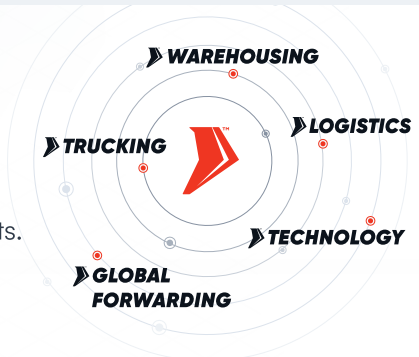
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Powered by a connected ecosystem



Performance-driven Logistics Solutions

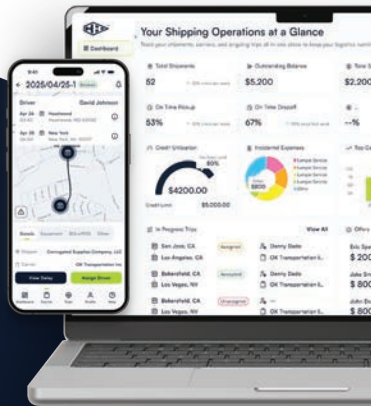
We don't just move freight.
We protect your service commitments.



HaulerHub

HaulerHub connects shippers directly to vetted carrier networks while eliminating inefficiencies and bringing transparency back to logistics.

- ✓ Direct shipper-to-carrier connectivity
- ✓ AI-powered rate intelligence
- ✓ Real-time tracking and visibility
- ✓ Built-in compliance and security



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LOGISTICS

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in all forms of transportation. Their company was created around the idea that no matter what the load consisted of, we would be properly equipped to handle it. To service any of their customer's freight, they maintain a state-of-the-art fleet consisting of all types of truck and trailer combinations.

Full Sail Logistics

Booth 120

At FSL, they utilize state-of-the-art technology and an extensive network of dedicated carrier partners to service their clients. With an unrivaled focus on client service, they work 24/7/365 to fulfill the shipping needs of their customers.

FX Logistics, LLC

Booth 1029

Their team of incredible individuals has made on-time pickups the standard here at FXL. They are staffed 24/7 with dedicated and motivated staff members in their state-of-the-art office. They offer real-time track and trace for your shipment and can handle any request at a moment's notice. FX Logistics has built strong relationships with thousands of carriers across the United States.

GEHA (Government Employee Health Association)

Booth 1139

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 225

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 638

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.

Goldenage

Booth 344

Goldenage company provides unique, stem cells, cream lotion, and light.

Gozal, Inc.

Booth 645

They use the latest technology and an extensive network to break down old walls in shipping and delivery. With a solid decade in business, they've proven that no destination is out of reach! To their drivers, they provide reliable and known routes, support that never sleeps, and respect for your hard work.

GrandShipper

Booth 612

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

Booths 507

GrayHair Software is a dynamic data and software as a 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 125 billion data points and track over 25% of all U.S. postal mail pieces annually.

HNI Global

Booth 842

HNI is a leading provider of workplace furnishings. They offer a broad collection of workplace furnishings solutions that support work environments from the home office to the large commercial campus and everything in between.

ICS Corporation

Booth 628

In 1965, Instant Copy Service was founded as a small print and copy facility in Philadelphia, PA. Today, ICS has grown to one of the largest direct mail facilities on the east coast. Despite this growth, ICS remains true to what made us successful 60 years ago; our tenacity to build relationships that are collaborative, supportive and transparent.

In-Plant Printing and Mailing Association (IPMA)

Booth 1125

Founded in 1964, the In-Plant Printing and Mailing Association (IPMA) is the only professional association dedicated exclusively to meet the needs of all segments' in-house printers and mailers. The nearly 700 members of IPMA are managers and directors from in-plant printing and mailing facilities throughout the United States. IPMA is headquartered in Kearney, MO.

Indemni

Booth 532

Indemni is an AI-powered risk management platform for logistics.

Freight brokers and 3PLs rely on Indemni's driver-level vetting and fraud prevention tools to validate driver identities and protect their cargo from strategic theft.

IPCMobile

Booth 513

IPCMobile (founded as Infinite Peripherals) is a leading innovator of enterprise mobility and payments solutions, providing scalable and customized offerings to a range of industries including retail, supply chain & logistics, travel, hospitality, entertainment, and healthcare.

Insight Public Sector

Booth 929

Insight Public Sector supports federal agencies in achieving their complex missions with secure, compliant, and scalable technology solutions. They provide expertise in cloud, cybersecurity, data analytics, and IT modernization to enhance operational efficiency, safeguard interests, and meet evolving government mandates.

Intelisent

Booth 734

They believe in the effectiveness of direct marketing and have built the industry's most powerful direct mail analytics platform that puts all their clients postal data to work to help marketers get the most out of their direct marketing budget in fast and easy ways.

International Mailers Advisory Group 

Booth 1124

IMAG is a premier trade association representing international mailers and shippers. IMAG represents primary service providers, made up of consolidators, solutions providers, platforms and marketplaces. Their mission is to reduce barriers to the movement of information and goods across borders.

ITF GROUP, LLC 

Booth 243

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.

Intralox, LLC

Booth 411

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.

ITS Logistics 

Booth 229

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.

IWCO

Booth 639

IWCO is a leading provider of data-driven performance marketing services that has served the direct marketing industry for more than 50 years, transforming direct mail for better results. From data and analytics to hyper-personalization and mail optimization, IWCO leverages in-house expertise and leading-edge technology to deliver on time, on budget, and beyond expectations.

J.B. Hunt

Booth 511

J.B. Hunt's vision is to create the most efficient transportation network in North America. Powered by one of the largest company-owned fleets in the country and third-party capacity through its J.B. Hunt 360°[®] digital freight marketplace, J.B. Hunt can meet the unique shipping needs of any business, from first mile to final delivery, and every shipment in-between.

KEBA Handover Automation GmbH

Booth 134

With an experience of 25 years and 30,000+ parcel lockers delivered, KEBA offers the most innovative and flexible solutions including hardware, software, rollout management, training, service, operation, app solutions, and monitoring.

Kenmore Envelope Co., Inc.

Booth 743

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 for the non-profit and commercial direct mail markets across the US. They are a full-service production facility from pre-press through shipping.

Kern, Inc.

Booth 405

Today, Kern offers solutions across the full spectrum of mail and card operations. From entry-level systems to high-performance inserters, along with card affixing and packaging solutions, they help organizations streamline their workflows, improve accuracy, and keep production moving with confidence.

Kingsgate Logistics

Booth 132

Kingsgate Logistics is a technology-enabled, employee-owned third-party logistics (3PL) provider delivering enterprise-level

transportation strategy, managed services, and customized supply chain solutions across North America.

LetterStream, Inc.

Booth 742

LetterStream is a technology-driven print-to-mail platform purpose-built for high-volume, business-critical USPS mail. Since 2003, they've combined enterprise software with disciplined production operations to send fast, accurate, and fully automated mail at scale—executing with the consistency, control, and reliability expected by enterprise mailers and USPS partners.

Lob.com

Booth 636

Lob is a digital-first direct mail automation platform that enables businesses to send personalized, high-quality physical mail as easily and programmatically as email. By integrating directly with existing tech stacks (CRMs and MAPs), Lob removes the manual friction of traditional direct mail—eliminating the need for spreadsheets, manual vendor management, and long lead times.

Lumen

Booth 118

Lumen supports government missions by connecting people, data, and applications – quickly, securely, and effortlessly. Everything we do at Lumen takes advantage of our network strength. From metro connectivity to long-haul data transport to our edge cloud, security, and managed service capabilities, we meet our customers' needs today and as they build for tomorrow.

Mac Paper Converters, Inc.

Booth 1033

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

MackayMitchell Envelope Company

Booth 713

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.

Mail-Gard

Booth 641

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 431

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

Booth 205

Mailing Systems Technology is the industry's premier media for thousands of decision makers, industry professionals and buyers of direct mail and transactional mail production, workflow and delivery solutions. PARCEL is the #1 media for buyers of better shipping, logistics and overall small-package supply chain solutions.

mailing.com

Booth 201

mailing.com is a national leader in print, mail, and data-driven communication. delivering the full spectrum of marketing and transactional communications, from creative direct mail campaigns that drive response, to secure, compliant statement processing for the nation's most trusted organizations.

Mail Management Services, Inc.

Booth 142

Mail Management Service is a direct USPS supplier since 2012 with 500 employees nationwide servicing over 40 USPS contracts in 15 states. Mail Management Service was USPS supplier of the year in 2023 and recognized for above average service and performance beyond Postal Service Standards.

Mantissa Corporation

Booth 216

Mantissa Corporation is a manufacturer of high speed loop sorters for parcel sortation, specializing in our 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.

Marketing Card Technology, LLC

Booth 604

From postcards to oversized flats, MCT's capabilities include high-definition digital printing, card personalization, match-attaching, laminated postcards, 3-way match at insert, and more. MCT's omni-channel Mail Ampli-fi™ add-on solution can boost your direct mail results by 23-46%. American-owned. Let MCT handle your next direct mail project!

MBA CSi

Booth 211

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.

MC Carrier, LLC

Booth 1036

MC Carrier LLC is a Las Vegas based trucking and transportation company established in 2012 focusing on reliability and safety. They're proudly recognized and awarded as a Top Workplace of Nevada by the Las Vegas Business Press for multiple years!

Midwest Direct

Booth 1000

They produce a half billion pieces of printed and electronic messages for inbox and mailbox delivery every year. Midwest Direct is SOC2 Type II+HiTrust and operates from Cleveland, OH and Pittsburgh, PA. With a legacy of excellence and innovation, we specialize in providing full-service data processing, printing, and mailing solutions designed to streamline operations and maximize efficiency.

MillerKnoll

Booth 325

MillerKnoll is a global leader in modern design, offering innovative furniture and solutions that help organizations create high-performing, inspiring spaces. Their portfolio of iconic brands delivers products that drive productivity, support well-being, and elevate experiences—backed by unmatched expertise and service to help you achieve your business goals.

MindFire

Booth 439

MindFire empowers print and marketing professionals with data-driven OmniChannel solutions that seamlessly connect physical mail with digital touchpoints. They transform traditional direct mail campaigns into dynamic, measurable marketing programs through our innovative five-step framework: robust data acquisition, digital mailbox priming, comprehensive response tracking, strategic retargeting, and actionable analytics.

Moore

Booth 503

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 629

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 1121

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 - NAPM

Booth 1128

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.

NFI Industries, Inc.

Booth 245

NFI is a fully integrated North American supply chain solutions provider headquartered in Camden, New Jersey. NFI owns and operates over 70 million square feet of warehouse space alongside a fleet of 5,100 tractors and 13,000 trailers. The company's business lines include dedicated transportation, warehousing and distribution, eCommerce fulfillment, brokerage, transportation management, port drayage, intermodal, global logistics, and industrial real estate.

Nolan Transportation Group

Booth 926

Nolan Transportation Group (NTG) is one of the largest freight brokers in the United States, moving over one million loads annually. Leveraging its expansive network, NTG connects over 14,000 shippers to multimodal capacity from over 80,000 carriers, across drayage, truckload, less-than-truckload and final mile services.

NPF Charging Lounge - Powered by AWS

Booth 841

Come join NPF and AWS to create your AI Persona and power up your devices! Powered by AWS

From startups to enterprises—AWS is how leaders have powered innovation for 20 years. Join the largest global community of innovators who trust AWS to accelerate transformation and redefine industries.

NPF Refresh Lounge 1

Booth 138

Plan to have coffee; beverages and desserts in the four corners of the Exhibit Hall on Monday and Tuesday. Popcorn will be served on Tuesday, from this lounge **compliments of:** Accenture Federal Services.

Dessert and Beverages Sponsored by: Anchor Software LLC, Appian, Assurety Consulting & Solutions Inc, Confluent, ECS Federal, FacilityOS, Gozal Inc., Lorton Data Inc, Peraton, Roots Logistics

NPF Refresh Lounge 2

Booth 100

Plan to have coffee; beverages and desserts in the four corners of the Exhibit Hall on Monday and Tuesday.

Dessert and Beverages Sponsored by: Anchor Software LLC, Appian, Assurety Consulting & Solutions Inc, Confluent, ECS Federal, FacilityOS, Gozal Inc, Lorton Data Inc, Peraton, Roots Logistics

NPF Refresh Lounge 3

Booth 1039

Plan to have coffee; beverages and desserts in the four corners of the Exhibit Hall on Monday and Tuesday. Popcorn will be served on Monday, from this lounge compliments of DHL eCommerce.

Dessert and Beverages Sponsored by: Anchor Software LLC, Appian, Assurety Consulting & Solutions Inc, Confluent, ECS Federal, FacilityOS, Gozal Inc, Lorton Data Inc, Peraton, Roots Logistics

NPF Refresh Lounge 4

Booth 1001

Plan to have coffee; beverages and desserts in the four corners of the Exhibit Hall on Monday and Tuesday. Customize a cookie topped with your full-color photo on Monday, from this lounge **compliments of:** Microsoft.

Dessert and Beverages Sponsored by: Anchor Software LLC, Appian, Assurety Consulting & Solutions Inc, Confluent, ECS Federal, FacilityOS, Gozal Inc, Lorton Data Inc, Peraton, Roots Logistics

NPF Relaxation Station

Sponsored by CDW Government, LLC

Booth 339

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.

NPI

Booth 744

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.

One Holding Corporation

Booth 740

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

OnTrac

Booth 943

OnTrac is the solution of choice for last-mile e-commerce deliveries that helps retailers and shippers build a competitive advantage through faster delivery times, lower costs, coast-to-coast coverage, and reliable on-time performance.

OPEX Corporation

Booth 301

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.

OSM Worldwide

Booth 719

OSM Worldwide is a nationwide eCommerce and direct-to-consumer (DTC) parcel expeditor averaging three-day delivery for shipments. The company harnesses the power of its signature OSM Premium Network® to optimize shipping processes, ensuring packages are delivered quickly, reliably and cost-effectively. Through advanced technology, streamlined transportation routes and strategic last-mile partnerships, it builds scalable solutions that enhance results.

Package Shippers Association (PSA)

Booth 1137

PSA is the premier package shipping trade association. PSA represents the complex shipping industry and ecosystem.

PCI

Booth 811

When accuracy, accountability, and compliance are non-negotiable, enterprise clients turn to Postal Center International (PCI). This firm foundation enables PCI to manage complex First-Class Mail® programs with confidence. From First-Class Mail® to

Critical Document Delivery, specialized teams manage every stage of the mailstream with mission-critical precision, white-glove service, and full transparency through documented chain-of-custody controls.

Pioneer Direct Marketing

Booth 1116

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.

Pitney Bowes

Booth 723

Pitney Bowes is a technology-driven products and services 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 634

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 Products Unlimited

Booth 500

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. Also, pick up their new Parcel Management Electronic Locker catalog for parcel pick-up and delivery.

Postal Source

Booth 300

Postal Source delivers leading-edge service, technology, and hardware solutions for business-critical communications. Innovate, integrate, and elevate your business today with Postal Source.

Postalgia, Inc.

Booth 1035

They've made it their mission to make sure that every letter you send is exceptionally personal, eagerly opened, thoroughly read, and profoundly valued. Lift conversion rates without ever lifting a pen. Find out how their robotic process can reach your customers, in your handwriting, with the ease of sending an email.

Pratt Industries

Booth 642

Pratt is America's 5th largest corrugated packaging company and the world's largest, privately-held 100% recycled paper and packaging company, with more than 10,000 highly-skilled, green-collar employees dedicated to the environment and sustainability.

Premier Direct Marketing

Booth 135

Premier Direct Marketing in Louisville, KY is a direct-to-consumer marketing company delivering data-driven multichannel campaigns through direct mail, printing, and fulfillment. With over 75 years of experience and state-of-the-art technology leveraging modeling, AI, and analytics, they help businesses grow across North America.

PreSmart Solutions

Booth 1118

PreSmart is a web-based, self-service mail intelligence platform that gives you control and financial oversight of your direct mail campaigns by addressing the root cause of waste: undeliverable addresses. Customers see immediate results through a custom dashboard that displays list analytics, year-to-date cost savings, industry benchmarks and carbon footprint avoidance.

Print and Graphics Scholarship Foundation (PGSF)

Booth 1130

PGSF drives innovation and excellence in the printing and graphic arts industry. They invest in the future, awarding scholarships and grants. Championing the essential role of print in communication, creativity and commerce.

Print Reach/Virtual Systems

Booth 1040

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

PrintComm

Booth 808

PrintComm is a high-volume direct mail manufacturer and data-driven marketing partner specializing in automation, personalization, and postal optimization. They help printers, agencies, and marketing platforms scale personalized mail

programs efficiently through API integrations and workflow automation. Their systemized processes streamline the production of complex, multi-location campaigns, minimize postage spend through commingling and optimization, and deliver consistent in-home performance.

Prize Drawing Station #1

Booth 107

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, Full Sail Logistics, Gozal Inc, GrandShipper, IWCO, Kingsgate Logistics, Mailers Hub, TEC Mailing Solutions LLC, Taylor Print & Visual Impressions

Prize Drawing Station #2

Booth 644

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, Full Sail Logistics, Gozal Inc, GrandShipper, IWCO, Kingsgate Logistics, Mailers Hub, TEC Mailing Solutions LLC, Taylor Print & Visual Impressions

Prize Drawing Station #3

Booth 1115

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, Full Sail Logistics, Gozal Inc, GrandShipper, IWCO, Kingsgate Logistics, Mailers Hub, TEC Mailing Solutions LLC, Taylor Print & Visual Impressions

ProShip, Inc.

Booth 717

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.

QTrak

Booth 231

QTrak is an intelligent locker and logistics software company providing mailing and shipping professionals with cost-effective solutions to optimize the tracking and fulfillment of packages and assets. Their platform transforms traditional mailrooms into intelligent data hubs, offering configurable tools and seamless integration to enhance visibility into internal logistics.

Quadient

Booth 109

Quadient is the driving force behind the world's most meaningful customer experiences. By focusing on 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.

RaySecur, Inc.

Booth 741

RaySecur®, the leader in real-time 4D T-ray imaging, revolutionizes concealed threat and contraband detection with MailSecur®. Global 2000 companies, government agencies, and correctional facilities trust RaySecur to keep them safe from hidden threats. MailSecur is DHS Safety Act Designated and backed by 24/7 expert support.

Rexel Energy Solutions

Booth 535

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.

RISO, Inc.

Booth 937

Based in Woburn, Massachusetts, 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. The company distinguishes itself by emphasizing productivity, cost-effectiveness, and adaptability.

Roots Logistics

Booth 133

Roots Logistics is a trusted transportation partner and direct supplier to the United States Postal Service, supporting time-sensitive, mission-critical freight for both government and private-sector shippers. They operate with relentless speed and a solutions-driven approach, delivering rapid response, clear communication, and dependable execution when timelines matter most.

RRDB LIVE

Booth 335

RRDB LIVE helps marketers improve targeting, personalization, and response rates by validating and enriching consumer data in real time. Their platform ensures mailing lists are accurate, complete, and ready for execution by validating and verifying contact data and confirming it is correctly matched to the appropriate individual or household before campaigns are deployed.

RWB Trucking, LLC

Booth 444

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

Ryder Truck Rental

Booth 311

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.

Salesforce

Booth 336

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.

Salsbury Industries - Mailboxes.com

Booth 931

In business since 1936, Salsbury Industries is the industry leader in the manufacturing and distributing of quality commercial and residential mailboxes, Salsbury Industries is officially licensed by the USPS to manufacture Cluster Box Units (CBU's). Their company offers a wide variety of USPS approved products and all our mailboxes are delivered fully assembled and ready for installation.

Scentsphere, LLC

Booth 924

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.

Schneider Electric Federal

Booth 530

Schneider Electric Federal delivers secure energy management solutions that maintain U.S. government operational readiness. As a trusted partner to federal agencies and military worldwide, they

meet our nation's energy demands while strengthening security and supporting economic growth.

SheerTrans Solutions, LLC

Booth 447

Sheer Logistics is a leading logistics services provider with analytics in its DNA. Every decision they make is driven by deep data intelligence and complete transparency because it's your business—you deserve a clear picture.

ShipShapes

Booth 711

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.

ShipStation

Booth 611

Navigating the complex landscape of global shipping and logistics presents new challenges for startups and fast-growing brands every day. At Auctane, they serve and champion these businesses in everything they do. They are a team of shipping and software experts with a passion for helping merchants move their ideas, dreams, and innovations around the globe.

SICK

Booth 531

SICK is one of the world's leading manufacturers of sensors, safety systems, machine vision, encoders, and automatic identification products for industrial applications. With more than 3,500 patents, SICK continues to lead the industry in new product innovations. The diversity of its product line allows SICK to offer solutions at every phase of production in the logistics, automotive, packaging, electronics, food and beverage, and material handling markets.

Simply Noted

Booth 241

Simply Noted provides Handwritten Direct Mail Automation.

Sims Global Solutions

Booth 844

Sims Global Solutions offer custom freight and logistics services across North America, helping businesses of all sizes move shipments quickly, efficiently, and affordably. Whether you need truckload, LTL, expedited freight, or managed logistics.

Site Impact

Booth 340

Site Impact specializes in multi-channel direct marketing services. Their goal is to achieve measurable results for our clients. Their

clients range from Fortune 500 corporations, locally owned and operated small business, as well as advertising agencies who use our private label services. By providing integrated marketing solutions that target your ideal audience, we are one of the leading providers in data and marketing resources.

Smarty

Booth 608

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 316

Smurfit Westrock Packaging Solutions 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 129

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 human support.

SOTI

Booth 637

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 108

Southeastern Printing is a HITRUST and SOC2 certified commercial print, mailing, ecommerce and fulfillment service provider specializing in customized solutions that create differentiation for their clients in the market place.

Southern Index, Inc.

Booth 130

Southern Index, Inc. is a premier wholesale manufacturer of

integrated substrates based in Lawrenceville, Georgia. They are a privately owned business established in 1988. Their primary products include integrated cards for marketing and healthcare and well as integrated label forms and specialty perforated papers. Their products are available in sheet-fed or roll-fed formats.

Southworth International Group, Inc.

Booth 709

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.

Specialty Print Communications

Booth 1017

Specialty Print Communications are direct marketers offering a full spectrum of solutions for national brands. Their continuous reinvestment in people and the latest technology provides a broad array of leading edge marketing services from strategy through execution.

SpeedX

Booth 606

SpeedX is a technology-driven last-mile parcel carrier focused on next-day and second-day delivery, reaching nearly 80% of the U.S. population across ~12,000 ZIP codes. With advanced sortation and a growing trans-continental linehaul network, SpeedX delivers fast, reliable, and cost-effective service.

Splunk

Booth 1021

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.

SS&C Technologies, Inc.

Booth 124

SS&C is a global provider of services and software for the financial services and healthcare industries. More than 23,000 financial services and healthcare organizations, from the world's largest companies to small and mid-market firms, rely on SS&C for expertise, scale and technology. SS&C's advanced mail services integrates the latest technology to streamline processing, helping you reduce costs, enhance efficiency and achieve a fully digitized, end-to-end workflow.

STB

Booth 1136

STB is a third-party logistics and freight brokerage company with over 8 years of experience delivering reliable, time-sensitive transportation solutions. They specialize in managing time-critical freight for the automotive, retail, ecommerce, manufacturing, and government sectors, connecting our customers with dependable carrier capacity and service-driven execution.

Summit Direct Mail

Booth 705

Summit Direct Mail specializes in comprehensive direct mail campaigns that integrate marketing automation tools such as email and SMS, along with list management, creative design, digital printing, and personalized URLs to drive online lead generation. As a SOC 2 Plus certified provider, they deliver end-to-end direct marketing solutions — from lead generation to eCommerce fulfillment.

SupremeX

Booth 441

SupremeX is a leading North American manufacturer of envelopes, packaging, and specialty paper-based communication solutions, with a growing footprint across the United States. With a strong foundation in envelopes and an expanding presence in packaging, SupremeX continues to invest in capabilities, technology, and strategic growth — including multiple U.S. acquisitions that reinforce their long-term commitment to the American market.

Sylvamo

Booth 434

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 their entire approach to business.

T-Mobile for Government

Booth 332

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.

Taylor Print & Visual Impressions

Booth 1111

Direct Mail Services...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 706

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.

TemperPack

Booth 643

TemperPack solves the toughest packaging problems with science and sustainability. Their recyclable padded mailers protect better, open wider, and pack faster, letting you move from small box to mailer, to reduce DIM weights. Since 2015, they've worked to displace legacy plastics with innovative, sustainable alternatives.

Tension Corporation

Booth 220

Tension Corporation is a leader in envelope, printed communications and packaging and automation solutions with sales and manufacturing facilities located across the United States and around the globe. Tension's envelope and print division offers an extensive line of custom products. Their envelopes range from standard styles and sizes to unique designs and envelopes that do not enter the mailstream.

The Magnet Group

Booth 812

The Magnet Group is the largest manufacturer of advertising magnets in the country. If you want immediate impact and long-term results, let The Magnet Group take care of your direct mail and promotional marketing needs! From magnets, towels, journals and drinkware to tech, bags, coolers and awards (to name a few).

The Mail Group

Booth 435

As the largest, privately held International & Domestic Mail Consolidator in the US, they combine scale, technology, and service to deliver reliability and savings you can measure. From our roots in international mail consolidation to becoming one of North America's leading independent delivery partners, TMG has built a reputation for excellence. We process and distribute millions of mail pieces and parcels every year, helping clients reach over 200 countries with ease.

TRAFFIX

Booth 825

TRAFFIX 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.

Trinity Logistics, Inc.

Booth 1042

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. Their People Centric Freight Solutions mindset allows us to solve tough problems in their industry for the betterment of our shipper and carrier customers.

Tritek Systems, Inc.

Booth 817

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.

Truly Engaging

Booth 324

As makers of customizable print pieces, they 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 they drop, they'll never cease creating more ways for you to leave your mark.

Two Sides North America

Booth 1132

Two Sides is a member-supported non-profit telling the sustainability story of print, mail and paper-based packaging through industry and consumer advocacy, the Love Paper campaign, research, members organization partnerships and anti-greenwashing activities.

Ultimate Tech

Booth 112

Print Service Providers worldwide benefit from increased productivity in a digital and hybrid environment thanks to Ultimate Tech's innovative and automation driven software solutions. Ultimate Tech invented digital imposition with the first release of Ultimate Impostrip® in 1989 and it supports the print industry community, bringing unique and proven capability to centralize and simplify.

UMT

Booth 235

UMT is an asset-based full truckload third party logistics company offer time-critical surface transportation solutions in the automotive, retail and Government sectors.

United Business Mail

Booth 804

Since 1987, United Business Mail has been dedicated to one purpose: maximize postage savings and deliver consistent, reliable results for every mailing. They specialize in one thing, sorting mail, so you gain ultimate postage savings without added complexity or competition. With 38 high-speed sorters processing over 2.5 billion pieces annually, UBM is the largest independent commingle provider in the nation.

United Envelope

Booth 607

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

Universal Postal Union

Booth 1119

.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.

USADATA

Booth 309

USADATA helps businesses execute marketing more efficiently and effectively through the best combination of easy-to-use technology, marketing data, and consultative support.

US Expeditors

Booth 533

US Expeditors 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, including first and last mile, white glove, and expedited programs on straight truck and sprinter in addition to traditional dry van, refrigerated, and flat-bed options.

US Postal Service

Booth 417

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.

US Postal Service - MTAC

Booth 1135

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 - PCC

Booth 1133

The PCC Booth serves as a dynamic hub for networking, education, and collaboration with the USPS. Attendees can connect with fellow industry professionals and PCC leaders to exchange ideas and best practices. Discover strategies to strengthen community engagement and uncover new opportunities to drive business growth. Whether you're looking to expand your network, gain insights, or enhance your organization's impact, the PCC Booth offers valuable resources and meaningful connections to support your success.

US Postal Service - Supplier Outreach

Booth 1131

A "Let's Do Business" booth to educate companies on the process for becoming a supplier to the US Postal Service. Companies will learn how to register in the online Supplier Portal to be considered for future contracts.

US Postal Service - Sustainability

Booth 1129

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 support the USPS BlueEarth suite of services.

USPIS

Booth 1009

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.

USPS Consultation Center

Booth 729

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.

UVeye

Booth 1138

UVeye was founded in 2016 by brothers Amir and Ohad Hever with a bold vision: to revolutionize vehicle inspections using advanced AI and computer vision. What began as a solution for undercarriage security checks has evolved into a comprehensive platform that scans vehicles in seconds—detecting mechanical issues, cosmetic damage, and safety concerns with unparalleled precision.

Valpak Clipp

Booth 424

Valpak Clipp 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 304

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

Booth 840

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.

Visual Pak Logistics, LLC

Booth 429

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, they are a certified Bonded Asset-Based Transportation Broker. Their operational footprint extends across the United States, reaching into Canada and Mexico.

Vitronic Machine Vision, Ltd.

Booth 540

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).

W+D North America, Inc. | BW Converting

Booth 610

BW Converting is a leader in the printing, packaging, bag converting, and mail industries. W+D is our 100+ year old brand that manufactures high-performance direct mail and transactional converting, printing, and inserting technologies. 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 342

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.

Weston Solutions, Inc.

Booth 1004

Weston Solutions, Inc. is a 100% employee-owned environmental and infrastructure services firm committed to safety and measurable client value that has proudly served the U.S. Postal Service for more than 35 years. Since 1957, Weston has supported industry leaders and government agencies with EHS, compliance, engineering, construction, and data-driven solutions that reduce risk and improve outcomes. With deep regulatory expertise and robust data analytics, Weston delivers reliable, scalable results nationwide while helping clients build a better tomorrow.

Wheeler Fleet Solutions

Booth 845

Wheeler Fleet Solutions is a leading provider of parts, logistics, and value-added services that keep commercial and government fleets moving. As a long-standing partner to the United States Postal Service (USPS), Wheeler Fleet Solutions supports mission-critical vehicle operations by supplying high-quality replacement parts,

streamlined distribution, and responsive customer support.

Whittier Mailing Products, Inc.

Booth 600

Since the invention of the Barcode Tagger in 1989 Whittier Mailing Products has been premier location for supplies for the mailing industry.

Wilén Group

Booth 941

Wilén is built for brands that want the accountability of performance marketing and the craft of real creative—delivered at the speed and scale of modern direct mail. As a full-service direct marketing agency and printer, Wilén brings strategy, data science, and creative ideation together with in-house production and logistics—so what gets imagined in the planning room is exactly what lands in the mailbox, with fewer handoffs and more control.

WIPOTEC-OCS, Inc.

Booth 534

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. catch weighers) and Dimensioning, Weighing and Scanning (DWS) systems reliably check your letters and parcels in relation to weight and volume.

Xijet Corp.

Booth 128

XiJet delivers the industry's widest range of industrial inkjet solutions for mail, cards, labels, tickets, tags, imprinting, and VDP applications. Whether you need cut-sheet or web, monochrome or color, for absorbent or non-absorbent materials, they have an affordable, high-performance solution for you.

Zebra Technologies

Booth 501

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.

Zscaler Government Solutions

Booth 121

Zscaler's FedRAMP and DoD IL5 authorized solutions accelerate digital transformation for government customers. Zscaler protects against cyber attacks and data loss by securely connecting users devices, and applications in any location. Distributed across 150+ data centers globally, the SSE-based Zero Trust Exchange is the world's largest inline cloud security platform.



THANK YOU

With sincere appreciation, we recognize the invaluable support of our NPF 2026 Sponsors. Their partnership and commitment play a vital role in bringing this Forum to life—enhancing the experience, strengthening connections, and advancing the future of our industry.

Together, we are **Forging Bold Horizons**—driving innovation, fostering collaboration, and shaping what's next in mailing and shipping.

We are grateful for their continued support and dedication to making NPF a truly exceptional experience.



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World Wide Technology

MBA CSI

CONSULTING SERVICES INC

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.

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SHIPPERS CHOOSE**

TRAFFIX[®]

Supporting the most complex logistics networks in North America.

With over 47 years of experience, TRAFFIX delivers scalable, secure, and cost-optimizing solutions across the U.S., Canada, and Mexico.

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**WE'LL SEE YOU NEXT YEAR IN
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