

EXHIBITOR PROSPECTUS

The 2006 National Postal Forum is your only opportunity to be part of the mailing industry's premier event—

N P F 2 0 0 6

ORLANDO

A p r i l 2 - 5 , 2 0 0 6

Gaylord Palms Resort and Convention Center • Orlando, Florida





The National Postal Forum is organized by respected, renowned and powerful leaders in the mailing industry. This multidisciplinary program provides an ideal forum for mailers, marketing managers, USPS representatives and product/service suppliers to share and disseminate knowledge and information on using the mail more effectively and efficiently to improve your company's bottom line.

The **ONLY** Forum in 2006 delivers qualified business prospects and state-of-the-art technology directly to you—combining a four-day person-to-person trade show event at the Gaylord Palms Resort & Convention Center in Orlando, Florida, with four days of powerful sessions, workshops and networking opportunities.

TRADE SHOWS DELIVER GREATER ROI

Field Sales

\$1,000 Investment = 3.6 contacts

\$277 per contact



Trade Shows

\$1,000 Investment = 6.2 contacts

\$162 per contact



Every \$1,000 you invest in field sales calls yields 3.6 contacts. The same investment in a trade show will yield 6.2 contacts. Trade show contacts average \$162 each, including exhibit space, construction and storage, staff compensation, travel and entertainment. The average field sales call, including compensation, travel, entertainment and materials, costs \$277, or 79% more.

Source: The Center for Exhibit Industry Research (CEIR).

Mailing Industry Leaders Attend NPF to—

- ▶ purchase USPS and industry supplier products and services;
- ▶ explore options in state-of-the-art technology and services;
- ▶ learn to improve efficiency and profitability;
- ▶ network with customers, industry suppliers and USPS executives at all levels;
- ▶ enhance their professional skills and worth;
- ▶ stay up-to-date on new postal products and services, technologies, rates and issues.

Exhibit at NPF to—

- ▶ meet face-to-face with qualified buyers;
- ▶ generate new sales leads;
- ▶ increase customer awareness;
- ▶ enhance your product positioning;
- ▶ reinforce existing customer relationships;
- ▶ network with customers, industry suppliers and USPS executives at all levels;
- ▶ develop prime and subcontractor business.





NPF— An Excellent Value for Exhibitors

Exhibitors receive the following per 10'x10' space rented:

- ▶ Standard booth equipment: 8' high back drape, 3' high side drape, one identification sign;
- ▶ Four complimentary badges that allow access to the Exhibit Hall, NPF Sessions and Networking Receptions;
- ▶ Complete company and product listing in the on-site *Exhibit Hall Guide*, distributed free to all attendees;
- ▶ Complete company and product listing in the online expo;
- ▶ Complimentary Exhibit Hall passes for exhibitors to distribute to customers;
- ▶ Special discounted rates on advertising in the on-site *National Postal Forum Program* and *Exhibit Hall Guide*;
- ▶ Sponsor and Co-Sponsor opportunities;
- ▶ Access to registered attendee mail list for exhibitor promotions;
- ▶ Exhibit Hall-only time for attendees;
- ▶ Receptions in the Exhibit Hall;
- ▶ Upgraded show floor promotions to increase traffic flow;
- ▶ USPS Consultation Center located to build exhibit floor traffic;
- ▶ Attendee luncheons in the Exhibit Hall;
- ▶ Complimentary dessert and coffee breaks in Exhibit Hall for all;
- ▶ 24-hour security service.

The Promotional Program for the National Postal Forum includes:

- ▶ More than 100,000 direct mail pieces to previous and potential attendees, as well as new targeted lists;
- ▶ Promotional sales kits distributed to the USPS Sales Force and Postal Customer Council representatives to promote the event;
- ▶ Updated NPF website containing the most current information;
- ▶ Articles and advertisements reaching over 700,000 industry professionals via industry publications;
- ▶ Frequent email messages and press releases.
- ▶ Video promotion at National Postal Customer Council Day.

Exhibit Hall Hours

Gaylord Palms, Orlando, Florida
Exhibit Halls A–F

Sunday, April 2, 2006

4:00 p.m. – 7:00 p.m.

Monday, April 3, 2006

9:00 a.m. – 4:00 p.m.

Tuesday, April 4, 2006

9:00 a.m. – 4:00 p.m.

Wednesday, April 5, 2006

9:00 a.m.–12:00 noon

NEW

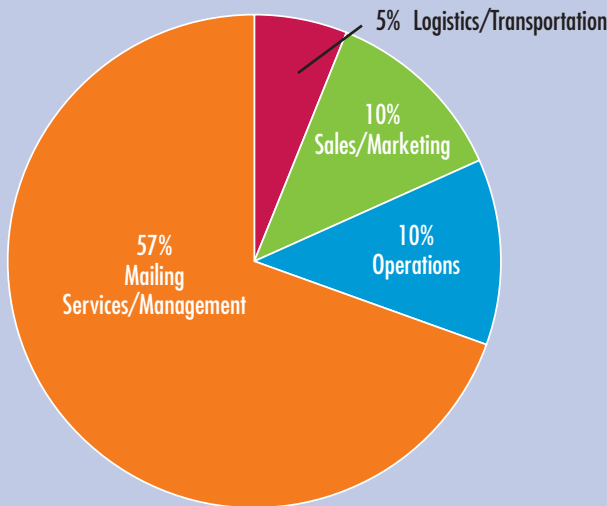
NPF Attendees Represent a Broad Range of Business and Industry Leaders

Associations2%	Logistics/Transportation2%
Banking4%	Mail Order1%
Colleges & Universities8%	Manufacturing.....4%
Credit Cards2%	Military1%
Database Marketing.....1%	Nonprofits.....6%
Direct Mail/Advertising9%	Presort3%
Government	Printing & Publishing13%
(State & Local)6%	Retail.....2%
E-Business/Internet1%	Service Industries.....3%
Financial Services.....5%	Software Development1%
Fulfillment.....3%	Telecommunication3%
Health Care.....2%	Utilities.....4%
Insurance.....8%	Other.....2%
Lettershops4%	

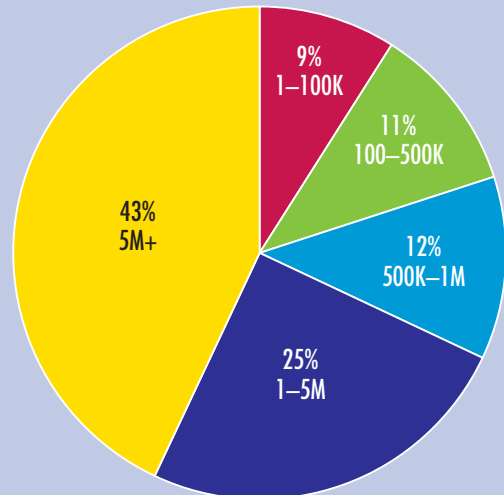
NPF Attendees Are Looking for Your Solutions

- ▶ 98% of attendees visit the Exhibit Hall, and the average attendee spends 4 hours there.
- ▶ 60% of attendees ranked the NPF trade show and new products seen as very high in importance for attending NPF.
- ▶ Approximately half the attendees surveyed said they would be making purchases or recommendations as a result of visiting the Exhibit Hall.
- ▶ The new technology budget for 2006 is more than \$50,000+ for more than 50% of the attendees.

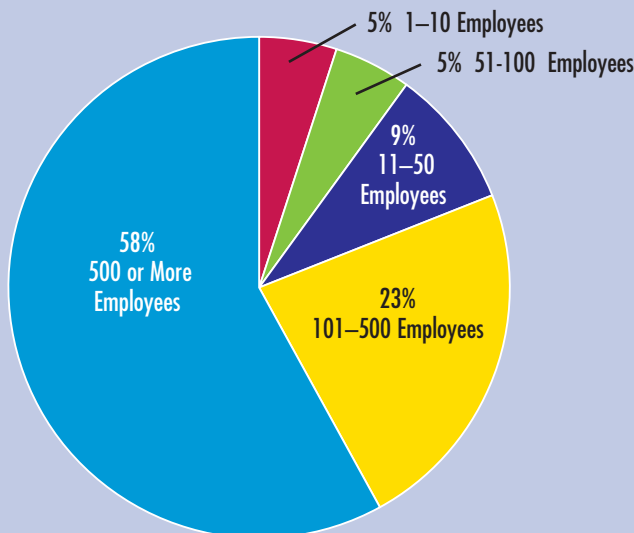
Two-Thirds of the Attendees Are Directly Related to the Mailing Operations Function



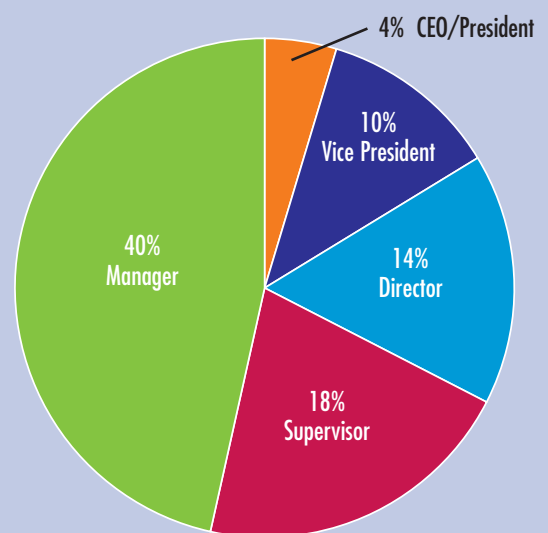
43% of NPF Attendees' Companies Mail Out Over 5M Pieces per Year



Size of Attendee's Business



NPF Attendees Are the Decision Makers



BOOTH ASSIGNED _____

SPACE APPLICATION AND CONTRACT

Note: This is the website/Exhibit Hall Guide copy.

2006 National Postal Forum · Orlando, Florida · April 2-5, 2006

Company _____
Address _____
City _____ State _____ Zip+4 _____
Telephone _____ Fax _____
Contact name _____ Title _____
Email _____ Website _____

PRODUCT CATEGORY:

- Addressing/Barcode Printers
- Automation Equipment
- Bag/Tray Tagging Systems
- Barcoding/Sorting Systems
- Certified Mail
- Classification Reform Products/Software
- Computer Systems
- Consolidators
- Database/Postal Software
- Direct Mail Service Bureaus
- Distribution Services
- Encoding/Barcoding Desks
- Envelopes/Self-Mailers
- Facilities Management
- Floor Matting
- Folding Equipment
- Forms Processing Equipment
- Fulfillment Services
- Furniture Systems
- High-Speed Laser Printing Systems
- Incoming Mail Sorters
- Inkjet Printers
- Inserters and Accessories
- Integrated Logistical Services
- Internal Tracking Systems
- International Mail Services
- Labelers/Labeling Systems
- Mail Carts and Accessories
- Mail Courier Bags
- Mail Delivery Systems
- Mail Extractors
- Mail Openers (Low Volume)
- Mailboxes/Systems
- Mailing Products/Services
- Manifest/Shipping Systems
- Outsourcing
- Plastic Pallets
- Postage Meters/Machines and Supplies
- Postal Management Systems
- Presort Service Bureau
- Production Mail Systems
- Protective Packaging Materials
- Roll Feed Equipment
- Scales and Registers
- Self-Mailing Systems
- Signs
- Stamp Affixers
- Strapping/Binding Systems
- Tabbing Equipment/Supplies
- Trade Association
- Trade Publication
- Training Software, Programs and Publications
- Transportation Services
- Tray Sleevings
- Web Printer
- Other _____

PRODUCT/SERVICE DESCRIPTION: (Note: This is the website/Exhibit Hall Guide copy; submit a maximum of 50 words.)

- Our booth copy appears on the attached sheet.
- Please use the description that appeared in the previous Forum *Exhibit Guide*.

To help us in assigning your booth location, please list the full names of competitors you do NOT wish to be near: _____

Please list companies you do not mind being near: _____

BOOTH PRICE:

\$38.50 per square foot or \$3,850.00 per 10'x10' space

Booth spaces are assigned on a first-come, first-served basis. Initial booth assignments will be made in December 2005. 50% of the total payment is due with the signed Space Application and Contract. **The remaining balance is due by February 17, 2006. After February 17, 2006, 100% of the total payment is due with the signed Space Application and Contract.** Make checks payable to NPF-FL and return to the address listed below.

BOOTH LOCATION PREFERENCE:

- 1st choice _____
- 2nd choice _____
- 3rd choice _____
- 4th choice _____

Booth size: _____ Total cost of space requested: \$ _____ Amount of deposit enclosed: \$ _____

This is an application for exhibit space at the 2006 National Postal Forum. I/We have read and agree to comply with the Rules and Regulations as set forth on the reverse side of this contract. This is a contract entered into with the National Postal Forum, not with the United States Postal Service.

Authorized Signature _____

Title _____

Date _____

Inquiries to: Mary Guthrie, 703-293-2313, Fax: 703-218-5020
Laurie Woodhams, 703-293-2329

Send this Application and your Deposit to—
National Postal Forum, Dept. 946, McLean, VA 22109-0946

Total Cost	_____
Deposit	_____
Balance Due	_____
Check #	_____
Date of Check	_____
Charge \$	_____ to: <input type="checkbox"/> AMEX <input type="checkbox"/> MC <input type="checkbox"/> VISA <input type="checkbox"/> DISCOVER
Card #	_____ Exp. Date _____
Signature	_____
DATE RECEIVED (NPF)	_____

RULES AND REGULATIONS

QUALIFICATION OF EXHIBITORS: The Exhibitor hereby certifies that all of its products and services are offered and work for the mutual improvement of the U.S. Postal Service by promoting cooperation between mail users and the U.S. Postal Service; that all of its products and services fully comply with U.S. Postal Service regulations to the extent of their applicability; that the Exhibitor does not offer to the public any service for the conveyance of mailable matter outside of the mails, except for matter which is required immediately after such conveyance to be deposited into the U.S. Postal systems with payment of lawful postage, or which is required immediately before such conveyance to have been delivered by the U.S. Postal system; and that the Exhibitor neither holds a substantial or controlling financial interest in any firm, nor is under the control or subject to the substantial influence of any firm, which cannot meet the foregoing qualifications of an Exhibitor under this contract. National Postal Forum (NPF) reserves the right to cancel any contract at any time for noncompliance.

ASSIGNMENT OF EXHIBIT SPACE: Assignment of space will be determined by NPF based on first received, first assigned basis, the character of the proposed exhibits, individual requirements and preferences as to the location for each Exhibitor. The NPF reserves the right to relocate display areas for the benefit of the Exhibitor or for the betterment of the exhibition. No exhibit space application shall be valid until accepted by NPF.

PAYMENT FOR EXHIBIT SPACE: Booth spaces are assigned on a first-come, first-served basis. Initial booth assignments will be made in December 2005. 50% of the total payment is due with the signed Space Application and Contract. The remaining balance is due by February 17, 2006. After February 17, 2006, 100% of the total payment is due with the signed Space Application and Contract. Make checks payable to NPF-FL and return to the address listed on the reverse side.

CANCELLATION OF BOOTH SPACE: If a company wished to cancel its booth space, a written notice must be received by the NPF. **All cancellations must be received by February 17, 2006.** The initial deposit is nonrefundable. If the balance is not received by February 17, 2006, reserved space no longer will be guaranteed and all deposits will be forfeited.

EXHIBIT BOOTH DESIGN AND USE OF EXHIBIT SPACE, STANDARD FURNISHINGS: Each Exhibitor is furnished with standard booth equipment consisting of 8' high back drape, 3' high side drape and one company identification sign. The display should be in good taste and in keeping with the general tone of the show. The display should not interfere with or detract from adjoining exhibits. These provisions are subject to enforcement at the discretion of Show Management. Linear booths (10'x10', 10'x20', etc.) must confine their exhibits to not more than 8' height along the back wall and no more than 4' height along the side rail. However, linear exhibits may be structured above the side rail if the structure extends no more than 4' forward from the back of the booth. Island booths (independent booths, with no shared common wall) may construct displays up to 16' in height provided that portions of the display over 8' in height are at least 10 linear feet from the closest neighboring exhibitor. Exceptions must be approved in writing by Show Management. Exposed unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. In the event the Exhibitor is not available, the decorator, with the approval of the Show Management, will provide draping deemed necessary and charge the Exhibitor. Exhibitors planning to use special equipment or construction are required to submit their plans upon submission of the space contract to be certain that the plans comply with all regulations.

OFFICIAL SHOW DECORATOR/GENERAL SERVICE CONTRACTOR: The official show decorator is selected for quality of service and pricing. Prior to the show, an *Exhibitor Service Manual* will be mailed to the Exhibitors and will include information regarding furnishings, shipping and drayage, electrical, telephone and other services.

SUBCONTRACTOR SERVICES: NPF will designate contractors to perform work that may be ordered at the Exhibitor's expense. In no event shall NPF be responsible for the conduct of contractors or their employees. NPF assumes no responsibility for failure to perform by contractors, their charges or any other matter relating to contractors of the Gaylord Palms Resort & Convention Center. The foregoing includes services rendered to the Exhibitor including, but not limited to, carpenter, electricians, plumbers, decorators, etc.

INSURANCE: All Exhibitors, their contractors and suppliers working in the Exhibit Hall are required to carry liability insurance. Exhibitors must operate and maintain their exhibit so that no injury will result to any person or property. Every reasonable precaution is taken by the exhibition location and NPF to safeguard and protect the Exhibitor's property while at the exhibition. All Exhibitors are strongly urged to obtain full-coverage temporary insurance for their merchandise and displays while in transit and while at the exhibition.

LIABILITY: The Exhibitor agrees to make no claims against NPF, the U.S. Postal Service, its employees, the hotel or convention center or official contractor for loss, theft, damage to goods, or injury to himself or his employees while in the exhibition area, nor for any consequential damage to his business for failure to provide space for the exhibit or for the failure to hold the Forum as scheduled as a result on any action by NPF, the U.S. Postal Service or its employees. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the NPF, U.S. Postal Service, the Gaylord Palms Resort & Convention Center and its employees and agents harmless against all claims, losses and damages to persons or property, government charges or fines, and attorneys; fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or part thereof, excluding any such liability caused by the sole negligence on the Gaylord Palms Resort & Convention Center and its employees and agents. If NPF should be prevented from holding the Exhibition for any reason beyond NPF's control (such as, but not limited to damage to the building, riots, strikes, acts of government or acts of God) or an Exhibitor cannot occupy the assigned exhibit space due to reasons beyond NPF control, then NPF has the right to cancel the Exhibition or any part thereof, with no further liability to the Exhibitor other than a refund of exhibit space fees, less a proportionate share of the exhibition cost incurred. Damage to Property caused by an Exhibitor must be paid for by that Exhibitor. Do not paint, tape, nail, screw, drill, tack, etc. anything to the walls, columns, floors, ceilings or any permanent fixture of the building or to another Exhibitor's display or to the official service contractor's display materials.

CATERING: Food and beverages must be purchased from the official caterer at the Gaylord Palms Resort & Convention Center, unless incident to the Exhibitor's product line, where a waiver must be requested in writing to Show Management.

INSTALLATION, EXHIBIT HOURS AND DISMANTLE OF EXHIBITS: Hours are tentative and subject to change.

Installation: Fri., March 31, 12:00 noon–5:00 pm; Sat., April 1, 8:00 am–5:00 pm; and Sun., April 2, 8:00 am–1:00 pm. All exhibits must be set by 1:00 pm on Sun., April 2 to facilitate cleaning the Exhibit Hall.

Exhibit Hours: Sun., April 2, 4:00 pm–7:00 pm; Mon., April 3, 9:00 am–4:00 pm; Tues., April 4, 9:00 am–4:00 pm.; Wed., April 5, 9:00 am–12:00 noon.

Dismantle: Wed., April 5, 12:00 noon–8:00 pm; and Thurs., April 6, 8:00 am–5:00 pm.

EXHIBIT CONDUCT: The following practices are prohibited by the NPF: 1. Noisy electrical or mechanical apparatus interfering with other Exhibitors; 2. Sales of products or samples for cash, check or credit card on the show floor; 3. Canvassing or distribution of any material outside the Exhibitor's own space; 4. Competitive events that distract from the meeting and exhibition; 5. Subleasing of exhibit space; 6. Use of billboard advertisements and/or displays or signs outside the exhibit area; 7. Soliciting participation in surveys or otherwise harassing registrants; 8. Publicizing and/or maintaining any extracurricular activities, inducements, demonstrations or displays away from the exhibit area during the meeting and exhibit hours; 9. Entry into another Exhibitor's booth without permission; 10. Photographing or examining another Exhibitor's equipment without permission; 11. Smoking of cigarettes and cigars in nonsmoking areas in the Exhibit Hall; 12. Playing of copyrighted music that is not properly licensed.

FIRE PROTECTION: All display material must be flameproofed and subject to inspection by the local Fire Department. No flammable fluids or substances may be used or shown in booths. Gasoline-driven vehicles must be drained of gasoline prior to being moved on the premises. Batteries must be disconnected and the cables taped. Gas tanks must be sealed.

HOTEL ACCOMMODATIONS: For each booth purchased, Exhibitors are entitled to purchase one hotel room reservation in a Headquarters hotel. Hotel reservation information will be forwarded approximately three months prior to the Forum.

AMENDMENTS TO THE RULES AND REGULATIONS: Show Management, at its discretion, may make reasonable changes to these Rules and Regulations. Amendments or additions shall be binding on the Exhibitor. The ruling of Show Management shall be final in all instances with regard to use of any exhibit space and the NPF.

PROMOTION ORDER FORM

NAME _____

COMPANY NAME _____

ADDRESS _____

TEL _____ FAX _____

EMAIL _____

Select the promotional opportunities you would like to participate in and return this form to—

Mary Guthrie, National Postal Forum, 3998 Fair Ridge Drive, Suite 300, Fairfax, VA 22033-2907

Tel: 703-293-2313 • Fax: 703-218-5020 • Email: mguthrie@NPF.org

Laurie Woodhams • Tel: 703-293-2329 • Email: lwoodhams@NPF.org

Sponsorships

The following sponsorships are your unique opportunity to reach out to all 6,500+ National Postal Forum attendees.

Continental Breakfasts

Co-Sponsor Contribution..... \$500

Daily Prize Drawing in Exhibit Hall

Sponsor Contribution\$500 per drawing

Espresso Lounge

Co-Sponsor Contribution\$500

Shuttle Bus Headrest Coverage

Sponsor ContributionApproximately \$1,000 per bus
for the duration of the event (Quote to be provided.)

Trade Show Map and Guide

Co-Sponsor Contribution (half page back cover ad).....\$2,500

Opening Reception

Co-Sponsor Contribution.....\$1,000

Dessert and Coffee in the Exhibit Hall

Co-Sponsor Contribution\$1,000

Shuttle Bus Video Monitor

Sponsor ContributionApproximately \$1,000 per bus
for the duration of the event (Quote to be provided.)

Attendee Smart Card Cover

Sponsor Contribution\$2,000


Aisle Signs

Sponsor Contribution\$2,000 per aisle sign

Shuttle Bus Side Banner

Sponsor ContributionApproximately \$2,500 per bus
for the duration of the event (Quote to be provided.)

Popcorn Station in the Exhibit Hall

Sponsor Contribution\$3,000

First Timers Session

Sponsor Contribution\$3,000

Notepads

Sponsor Contribution\$3,500

Writing Instrument

Sponsor Contribution\$3,500

Pin Exchange Booth

Sponsor Contribution\$4,000

Forum Directional Signage

Sponsor Contribution\$4,000

Attendee Smart Card

Sponsor Contribution\$5,000

Hanging Banner in the Gaylord Palm Atrium

Sponsor Contribution\$6,000

- Relaxation Station**
Sponsor Contribution\$8,000
- Grand Finale Prize Drawing in the Exhibit Hall**
Sponsor Contribution\$10,000
- Hotel Keys**
Sponsor ContributionApproximately \$10,000
(Quote to be provided.)

- Golf Tournament**
Maximum Players – 144
Sponsor Contribution.....**SOLD**.....\$10,000
- Internet Café**
Sponsor Contribution\$10,000
- Attendee Bags**
Sponsor Contribution**SOLD**.....\$12,000
- Closing Event**
Sponsor Contribution\$50,000

Pre-Show Mailings

- One-Page Flier With Envelope**
Exhibitor supplies flier and envelope. Fulfillment Solutions, Inc. will machine fold, insert and affix labels.
Cost: \$400 per 2,000 attendees plus postage.
- Postcard**
Exhibitor supplies postcard. Fulfillment Solutions, Inc. will affix labels and mail.
Cost: \$400 per 2,000 attendees plus postage.
- Personalized Laser-Generated Letter**
Fulfillment will generate personalized letters. Call for quote.
You may mail to one or more of the following:
 Mailing Industry Attendee USPS Exhibitors

Registration Bag Insert Promotion

- Cost: \$1,000 plus a minimum half-page ad in the official *NPF Program* or *Exhibit Hall Guide*

**QUESTIONS on booth space or
any promotional items—call Mary
Guthrie at 703-293-2313 or Laurie
Woodhams at 703-293-2329 or
send email to mguthrie@NPF.org
or lwoodhams@NPF.org.
Visit our website: www.NPF.org**

Publication Advertising

Four Color Ads—NPF Program Only

- 8.5"x11" ad size, full page.....\$1,500 per ad
- 8.5"x5.5" ad size, half page.....\$1,000 per ad
- Page one (opposite cover 2) – 8.5"x11"\$3,000
- Cover 2 (inside front cover) 8.5"x11"\$4,500
- Cover 3 (inside back cover) 8.5"x11"\$3,000
- Cover 4 (back cover) 8.5"x11"\$5,000

NPF Program and Exhibit Hall Guide Wrapper

5.5"x 8.5" ad.....\$12,500
Front and back to be stitched in with the NPF Program or Exhibit Hall Guide cover; 4-color process. Call for specs.

Black and White Ads – NPF Program and Exhibit Hall Guide

8"x10" ad size, full page, no bleeds

- Run ad in NPF Program.....\$1,000 per ad
- Run ad in Exhibit Hall Guide.....\$1,000 per ad
- Run ad in NPF Program and Exhibit Hall Guide.....\$1,500 total

7"x5" ad size, half page, no bleeds

- Run ad in NPF Program.....\$700 per ad
- Run ad in Exhibit Hall Guide.....\$700 per ad
- Run ad in NPF Program and Exhibit Hall Guide\$1,050 total

Best Deal — 25% Off Combined-Offer

- Run full-page color ad in NPF Program and full-page black and white ad in Exhibit Hall Guide\$1,875
You also will receive the added exposure of having your booth highlighted in the Trade Show Map and Guide.
- Run half-page color ad in NPF Program and half-page black and white ad in Exhibit Hall Guide\$1,275

Internet Advertising

- Banner Ad (Hot Link)—\$2,500 for 6 months

2006 NATIONAL POSTAL FORUM PROMOTIONAL OPPORTUNITIES

See details below. Then check the marketing opportunities you have selected on the order form.

Sponsorships

The following sponsorships are your unique opportunity to reach out to all 6,500+ National Postal Forum attendees.

Combine sponsorship recognition with NPF exhibition participation and increase the success of attracting your target audience.

Sponsor and Co-Sponsor recognition includes:

- ▶ Recognized by advertisement in the on-site *NPF Program, Exhibit Hall Guide* and *Trade Show Map and Guide*
- ▶ Special designation by company listing in the *Exhibit Hall Guide*
- ▶ Prominent on-site signage
- ▶ Company logo displayed on the "Wall of Honor" in the registration area
- ▶ Special designation on nametags
- ▶ Free tickets for ticketed events
- ▶ Recognized on the NPF website
- ▶ Company listed on ticket for sponsored event

Organizations that have previously Sponsored or Co-Sponsored an event will have first right to participate in the sponsorship program for the next National Postal Forum. The National Postal Forum, however, reserves the right to exclusively sponsor any of the offered opportunities.

Continental Breakfasts

Co-Sponsor Contribution \$500

In addition to the sponsorship recognition package, extensive signage will be placed at three morning continental breakfast food and drink stations.

Daily Prize Drawing in Exhibit Hall

Sponsor Contribution\$500 per drawing

Sponsorship is for each prize drawing that occurs Sunday through Wednesday in the Exhibit Hall. In addition to the sponsorship recognition package, sponsor will be recognized through signage at each prize drawing station and on the promotional handout in the registration bags.

Espresso Lounge

Co-Sponsor Contribution\$500

In addition to the sponsorship recognition package, extensive signage will be placed at the Espresso Lounge located near the NPF Registration.

Shuttle Bus Headrest Coverage

Sponsor ContributionApproximately \$1,000 per bus for the duration of the event (Quote to be provided.)

In addition to the sponsorship recognition package, the sponsor's company logo will be printed on the headrests of a 47-seat bus.

Trade Show Map and Guide

Co-Sponsor Contribution (half page back cover ad)\$2,500

Sponsor Contribution (inside business card-size ad)\$750

In addition to the sponsorship recognition package, the sponsor's company logo ad will be printed on the Trade Show Map and Guide.

Opening Reception

Co-Sponsor Contribution\$1,000

In addition to the sponsorship recognition package, extensive signage will be placed at food and drink stations throughout the reception in the Exhibit Hall.

Dessert and Coffee in the Exhibit Hall

Co-Sponsor Contribution\$1,000

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

Shuttle Bus Video Monitor

Sponsor ContributionApproximately \$1,000 per bus for the duration of the event (Quote to be provided.)

In addition to the sponsorship recognition package, the sponsor provides continuous-playing video coverage for a 47-seat bus.

Attendee Smart Card Cover

Sponsor Contribution\$2,000

In addition to the sponsorship recognition package, sponsor will produce card cover with company logo and information on smart card cover distributed to all attendees.

Aisle Signs

Sponsor Contribution\$2,000 per aisle sign

In addition to the sponsorship recognition package, the sponsor's company name, logo and booth number will be printed on the bottom of the aisle sign.

Shuttle Bus Side Banner

Sponsor ContributionApproximately \$2,500 per bus for the duration of the event (Quote to be provided.)

In addition to the sponsorship recognition package, the sponsor's company advertisement will be displayed on a shuttle bus banner. Sizes of Banner sizes vary with cost.

Popcorn Station in the Exhibit Hall

Sponsor Contribution\$3,000

In addition to the sponsorship recognition package, the sponsor's company name will be printed on the popcorn bags.

First Timers Session

Co-Sponsor Contribution\$3,000

Be part of this highly useful and entertaining review of the National Postal Forum. This is a great opportunity to reach the NEW, first-time attendees at the Forum. In addition to the sponsorship recognition package, sponsoring companies will receive signage in the workshop, pass out company literature to participants attending the workshop and receive recognition with the session listing in the on-site Program.



Notepads

Sponsor Contribution\$3,500

In addition to the sponsorship recognition package, notepads will be placed in each Forum attendee's tote bag for use throughout the meeting. Sponsoring company's logo along with the NPF logo will be printed on the pads.

Writing Instrument

Sponsor Contribution\$3,500

In addition to the sponsorship recognition package, a high-quality writing instrument will be placed in each Forum attendee's tote bag to use throughout the meeting. Sponsoring company's logo along with the NPF logo will be printed on the pens.

Pin Exchange Booth

Sponsor Contribution\$4,000

In addition to the sponsorship recognition package, a Pin Exchange Booth will be set up and staffed on the show floor for pin exchange activity. The sponsor will receive signage in the booth and may provide a company logo pin to start trading. Sponsoring company's booth may be located next to the Pin Exchange Booth for additional traffic and exposure.

This is a great opportunity for an incentive company exhibitor.

Forum Directional Signage

Sponsor Contribution\$4,000

In addition to the sponsorship recognition package, sponsor's company logo will be printed alongside the NPF logo on all directional signage located throughout the Convention Center.

Attendee Smart Card

Sponsor Contribution\$5,000

In addition to the sponsorship recognition package, sponsor may place company logo and information on smart card that will be distributed to all attendees.

Hanging Banner in the Gaylord Palm Atrium

Sponsor Contribution\$6,000

In addition to the sponsorship recognition package, a banner with sponsor's company logo will be prominently displayed in the atrium at the Gaylord Palm Hotel (host hotel and Forum meeting place).

Relaxation Station

Sponsor Contribution\$8,000

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

Grand Finale Prize Drawing in the Exhibit Hall

Sponsor Contribution\$10,000

In addition to the sponsorship recognition package, sponsor's company will receive prominent signage at the grand prize (car or money) in the Exhibit Hall and be recognized through an announcement at the time of the drawing.

Hotel Keys

Sponsor ContributionApproximately \$10,000
(Quote to be provided.)

In addition to the sponsorship recognition package, the sponsoring company's name and logo will be printed on the keys of the NPF Headquarters Hotels. The keys will be distributed to attendees over the peak nights of the Forum.

Golf Tournament

Maximum players – 144

Sponsor Contribution\$10,000



In addition to the sponsorship recognition package, the sponsor's logo will be printed on golf ball/tee sets.

Internet Café

Sponsor Contribution\$10,000

In addition to the sponsorship recognition package, extensive signage will be placed at the Internet Café.

Attendee Bags

Sponsor Contribution\$12,000



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

Closing Event

Sponsor Contribution\$50,000

Over 3,000 NPF attendees will come to this gala event to network with their peers and enjoy a private concert and dinner. In addition to the sponsorship recognition package, sponsoring company will receive acknowledgement and logo on signage at the event, company representative may make brief remarks at the event, complimentary tickets will be provided, and a complimentary one-time use of the registered attendees list.

To place an order, check the sponsorship opportunities you would like to participate in on the enclosed Promotion Order Form. A confirmation with accompanying invoice will be sent to you.

Pre-Show Mailings

As a value-added service to exhibitors in 2006, NPF will do attendee pre-Forum direct mailing promotions for participating NPF exhibitors. The pre-show mailings are available through the Forum offices only and will be managed by Fulfillment Solutions, Inc. Mailing projects will be quoted individually depending on the attendee label count and price per mailing. Following are three popular mailing options being offered.

1. One-Page Flier With Envelope

Exhibitor supplies flier and envelope. Fulfillment Solutions, Inc. will machine fold, insert and affix labels. Cost: \$400 per 2,000 attendees plus postage.

2. Postcard

Exhibitor supplies postcard. Fulfillment Solutions, Inc. will affix labels and mail. Cost: \$400 per 2,000 attendees plus postage.

3. Personalized Laser-Generated Letter

Fulfillment will generate personalized letters. Call for quote.

You may mail to one or more of the following:

Mailing industry attendee, USPS, and/or exhibitors.

The National Postal Forum must approve all promotional pieces in advance. Promotional fliers must tie in the company's participation and products being displayed at the National Postal Forum in Orlando, Florida, and not be competitive with the Forum.

Promotional mailing orders may be scheduled to drop as early as March 13, 2006, but not later than March 17, 2006. Post-Forum promotional mailing orders may be placed three weeks after the 2006 NPF. **All billings will reflect the number of registrants at the time of the mailing.** A \$400 minimum applies to each order.

To place an order, check the mailing opportunities you would like to participate in on the enclosed Promotion Order Form. A confirmation will be sent to you.

Registration Bag Insert Promotion

Put your company product and services information in the hands of mailing industry personnel attending the Forum to specifically learn about and purchase the latest in mailing industry technology. Approximately 4,000 National Postal Forum attendees receive, on-site, a registration bag filled with the official *NPF Program, Exhibit Hall Guide* and other Forum information.

Only 20 companies will be permitted to have their inserts placed in an envelope especially made for these fliers. Fliers are accepted on a first-come, first-served basis.

Cost: \$1,000 plus a minimum half-page ad in the official *NPF Program* or *Exhibit Hall Guide*.

All information must be approved by NPF. Fliers must be provided by participating companies and received at NPF Headquarters by **March 20, 2006.**

To order, check the Registration Bag Insert promotion box on the enclosed Promotion Order Form. A confirmation and accompanying invoice will be sent to you.

Publication Advertising

Be recognized and remembered! Research shows 99% of event attendees refer to their show guides while attending an event and over 60% retain and refer to their show guides as a buying resource following the event. The *National Postal Forum Program* and *Exhibit Hall Guide* will be distributed on-site to over 6,000 mailing industry professionals. The *NPF Program* contains detailed information on the keynote address, business sessions, special events and all information needed to take maximum advantage of the NPF Forum. The *Exhibit Hall Guide* contains detailed product and contact information for all exhibitors, floor plans and other special event information pertaining to the Exhibit Hall.

Advertising Options

Four Color Ads—NPF Program Only

8.5"x11" ad size, full page*	\$1,500 per ad
8.5"x5.5" ad size, half page*	\$1,000 per ad
Page one (opposite cover 2) – 8.5"x11"	\$3,000
Cover 2 (inside front cover) 8.5"x11"	\$4,500
Cover 3 (inside back cover) 8.5"x11"	\$3,000
Cover 4 (back cover) 8.5"x11"	\$5,000

NPF Program and Exhibit Hall Guide Wrapper

5.5"x 8.5" ad\$12,500
Front and back to be stitched in with the NPF Program or Exhibit Hall Guide cover; 4-color process. Call for specs.

Black and White Ads – NPF Program and Exhibit Hall Guide

8"x10" ad size, full page, no bleeds
Run ad in NPF Program\$1,000 per ad
Run ad in Exhibit Hall Guide.....\$1,000 per ad
Run ad in NPF Program and Exhibit Hall Guide.....\$1,500 total

7"x5" ad size, half page, no bleeds
Run ad in NPF Program\$700 per ad
Run ad in Exhibit Hall Guide.....\$700 per ad
Run ad in NPF Program and Exhibit Hall Guide.....\$1,050 total

Best Deal — 25% Off Combined-Offer

Run full-page color ad in NPF Program and full-page black and white ad in Exhibit Hall Guide\$1,875

You will receive the added exposure of having your booth highlighted in the Trade Show Map and Guide.

Run half-page color ad in NPF Program and half-page black and white ad in Exhibit Hall Guide\$1,275

*Page trim size is 8.5" x 11"; minimum 1/8" additional required per bleed.

Position guarantees are not available. The National Postal Forum reserves the right to position ads within the *NPF Program* and *Exhibit Hall Guide* at its sole discretion. NPF reserves the right to reject ads that, in its opinion, are inappropriate for NPF publications.

Contact Mary Guthrie at 703-293-2313, mguthrie@NPF.org for specs.

Closing Date—2006 NPF Ad Insertion Orders due—March 3, 2006.

Artwork must be delivered to NPF by March 10, 2006.

Check off the ads you would like to place on the enclosed Promotions Order Form. Send application and artwork to—

Mary Guthrie, National Postal Forum, 3998 Fair Ridge Drive, Suite 300, Fairfax, VA 22033-2907

Internet Advertising

Banner Ad (Hot Link)—\$2,500 for 6 months

The National Postal Forum website averages nearly 311 hits per day. Call Mary Guthrie to discuss your company's advertising opportunities on one of the busiest mailing industry websites available or check Internet Advertising on the enclosed Promotions Order Form.

QUESTIONS on booth space, advertising or promotional items—call Mary Guthrie at 703-293-2313 or Laurie Woodhams at 703-293-2329 or send email to mguthrie@NPF.org or lwoodhams@NPF.org.

DON'T MISS THE ONLY NATIONAL POSTAL FORUM IN 2006!

The National Postal Forum Exhibit Hall Represents More Than 150 Companies Displaying the Latest Equipment for All Phases of the Mailing Process:

Addressing	Direct Mail	Labeling	Sorting
Barcoding	Extractors	Mail Carts	Stamping
Bagging	Folding	Mail Delivery Systems	Tabbing
Certifying	Fulfillment	Mailboxes	Trade Associations/Publications
Commingling	Furniture Systems	Shipping	Transportation Services
Consolidating	Inkjet Printing	Slitting	Weighing
Data Processing	Inserting	Software	

The following companies exhibited at the NPF in 2005:

Abol Software	EAM-MOSCA Corporation	MagnetStreet	Post-it® Direct Response
Access Worldwide, Inc.	E-Box	Mail Solutions, Inc.	Products-3M
Accu-Sort Systems, Inc.	Envelope Manager Software	Mail: The Journal of	Postmatic, Inc.
ADVO, Inc.	Federal Prison Industries- Clothing & Textiles	Communication Distribution	Powdersafe/Enpac
AETI/MailroomFurniture.com	Federal Prison Industries- Industrial Products Group	MailExpress	QAS-An Experian Company
AFMS Transportation Management Group	Firstlogic, Inc.	Mailfast	Rena Systems, Inc.
AIT Worldwide Logistics	FKI Logistex	Mailing & Fulfillment Service Association	Return Mail, Inc.
American Postal Workers Union, AFL-CIO	FORMAX	Mailing Systems Technology Magazine	Satori Software
Ammeraal Beltech, Inc.	Formscan, Inc.	MAILnet Services, Inc.	SCLogic, Inc.
Anchor Computer, Inc.	FP Mailing Solutions	MBM Corporation	Secap
APX Logistics, Inc.	General Services Administration	MCS, Inc. (Micro Computer Solutions, Inc.)	Siemens
ASMARC, Inc.	GrayHair Software, Inc.	MeadWestvaco Envelope Products Group	Signode Packaging Systems Sales
Astro Machine Corporation	Hasler®, Inc.	Melissa Data	Stamps.com
AT&T Billing Operations	Hassett Air Express	Metrologic	Standers Choice Health Mats
Atlantic Envelope Company, LLC	Hewlett-Packard Corporation	MidSouth Technologies, LLC	Strayer Coin Bag Company
Auth-Florence Manufacturing Co.	ID Mail Systems, Inc.	Motorola	Streamfeeder, LLC
Avery Dennison	Innovation Affairs	Multisort Mail Center Furniture/IOPC	Sure-Feed Engineering, Inc.
Bagmasters	Innovative Systems, Inc.	National Association of Presort Mailers	SynTel, LLC
BCC Software, Inc.	Inscercio Mfg. Inc.- Mailcrafters-Ultra Systems	National Presort, Inc.	TABS Direct
Bennett Brothers, Inc.	Integrated Distribution Solutions (The Perfect Mat)	NDS Media Solutions	Taneum Computer Products, Inc.
Böwe Bell & Howell	Intermec Technologies Corporation	Neopost	Tension Envelope Corporation
Brokers Worldwide, LLC	International Delivery Solutions, LLC	New Breed Corporations	The Marrow Foundation
BTB Marketing Comm.	International Mail Express, Inc.	Nextel Communications	Thompson Direct, Inc.
Calumet Carton Company	International Mailing Solutions, LLC	Nilfisk-Advance, Inc.	Total Logistics Services
Carter Control Systems, Inc.	Interroll Corporation	NITTA Corporation of America	Trackmymail.com
Cenveo	Kable News Company	Northrop Grumman Electronic Systems-Automation & Information Systems	U.S. Government Printing Office
Charnstrom Company, Inc.	Kern International	Oden Industries, Inc.	U.S. Postal Service
Chicago Tag & Label, Inc.	Kewill	OfficeSolutions Magazine	UKIP Media & Events
CMS, Complete Management, Inc.	Kirk-Rudy, Inc.	On-Card, Inc.	United Systems of Arkansas, Inc.
Cognex Corporation	Knowledge Base Marketing	OPEX® Corporation	Universal Plant Services
Collins Ink Corporation	Kodak Versamark, Inc.	Parcel Insurance Plan, Inc.	U-PIC
Colson Caster Corporation	Lasertec, Inc.	Peachtree Data, Inc.	UPS Conveyor Services, Inc.
Corporate Express Intelimail Division	Lockheed Martin Distribution Technologies	PFE International, Inc.	Versa Seal®
Data-Pac Mailing Systems Corporation	M&A Technology	Pitney Bowes Global Mailing Systems	Videojet Technologies, Inc.
Davlin Business Systems, Inc./Kas Inserters	MacKay Envelope Corp.	Postal Products Unlimited, Inc.	WAGO Corporation
Discount Shipping Insurance (DSI)	Magnets 4 Media		Walz Postal Solutions, Inc.

Visit Our Website: www.NPF.org