



POSTAL NEWS

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LEADING MAILING INDUSTRY TRADE SHOW TO FEATURE FULL-DAY SYMPOSIUMS

Washington, D.C. – The nation’s largest mailing industry trade show, the 2005 National Postal Forum (NPF), will feature five day-long sessions specializing in marketing, packages, periodicals, printing, and mail research and intelligence. These cornerstones to the four-day Forum – taking place at the Opryland Convention Center in Nashville, TN, from March 20-23 – will feature expert panels, industry speakers and interactive discussions.

“The symposium concept was an experiment that proved wildly successful during the 2004 Forum in Washington, D.C.,” said USPS Chief Marketing Officer Anita Bizzotto. “Those who participated left very satisfied; so, we’re fortifying last Forum’s sessions and introducing new ones,” she added. “And the 2004 NPF symposiums helped attendance grow to more than six thousand people.”

Two sessions – printing and mail intelligence – will be held for the first time. The other three sessions – marketing, periodicals and packages – will offer all-new content and speakers.

In addition to more than 100 workshops and the industry’s largest exhibit hall, the 2005 National Postal Forum will also feature a keynote address by Postmaster General Jack Potter; luncheon with guest speaker Tom Ridge, former Secretary of Homeland Security; and a closing-night dinner gala with entertainment by country music superstar Sara Evans.

Registration and additional information about the 2005 National Postal Forum are available at www.npf.org.

The Symposiums

The Marketing Symposium on Monday, March 21, will feature several of the nation’s top marketers discussing how mail’s intimacy and personalization can build competitive advantages. Three panels will address mail as a stealth marketing tool, new approaches to personalization, and how to reach Generations X and Y through letters and catalogs. Attendees will also be able to participate in a special luncheon featuring a national direct marketing expert.

The Package Symposium, also set for Monday, March 21, will feature sessions on emerging technology; methods for handling package payment and manifesting; shipping solutions; and returns solutions. Eighteen speakers from leading organizations will provide

diverse perspectives on industry trends and offer practical advice at four panel discussions. Attendees will have a private luncheon hosted by Postal Service officers and featuring award-winning author and environmentalist William McDonough.

The Periodicals Symposium will take place Tuesday, March 22, and will feature sessions on creating a distribution and postal affairs office; postal reform; rate-making and rate cases; and the future of mail classification, pricing, processing and networks. Fourteen speakers from leading organizations and the Postal Service will provide varied perspectives on industry trends and offer practical advice at four panel discussions. A Periodicals luncheon will feature Nina Link of the Magazine Publishers of America, who will discuss “The Future of Periodicals.”

The Mail Intelligence and Research Symposium is also set for Tuesday, March 22. It will feature sessions on new and emerging data on mail use; demographic and business trends; and the impact of technology. Nineteen speakers from leading organizations, research centers and the Postal Service will provide a full spectrum of insight and research-based strategic advice at four panel discussions. Participants will also be invited to a luncheon with *Managing Uncertainty* author Greg Schmid.

The Printers’ Day Symposium is a highlight on the schedule for Wednesday, March 23. The symposium will feature sessions targeting printers currently offering – or considering adding – mailing services to their customers. Expert panels will address building mail-preparation expertise; how to access resources within the USPS; the Automated Package Processing System; and how to provide mailing services such as mailpiece design, mail list services, mail preparation, drop shipping and the many changes affecting the industry, and target other key areas of immediate concern. Attendees will be invited to the general session luncheon featuring former Homeland Security Secretary Ridge.

About The National Postal Forum

The National Postal Forum, a not-for-profit educational corporation, was established in 1968 by a group of major postal customers/mailers who were committed to an ongoing partnership with the United States Postal Service. The Forum's goal, then as now, is to provide education to business mailers and a platform for dialogue among the USPS and its business customers for a more responsive and efficient mail communications system.