

**USPS® Mailing Promotions  
USPS Direct Mail Technology Integrator Directory  
Application Form**

1) Complete Name of Company:

a. State of Incorporation:

2) Company Address (in the United States):

3) Company Website URL:

4) Company Phone Number:

5) Company Point of Contact Name:

a. Company Contact Email:

b. Company Contact Phone:

<b>Privacy Notice:</b> For information regarding our privacy policies visit <a href="http://www.usps.com/privacypolicy">www.usps.com/privacypolicy</a> .
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**Note: If your application is approved, this contact information above will be listed in the directory.**

6) Number of Years Company has been in business in the United States:

\_\_\_\_\_

7) Company's Taxpayer Identification Numbers: \_\_\_\_\_

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- 8) Requested Listings: Companies can apply to be listed as providers of the following four (4) technologies with print. Please check the boxes for the technologies you wish to be considered for and specify length of experience you have incorporating each technology with print along with any year(s) in which you participated in the Emerging Technology promotion.

<u>Technology in Print Listing Requested</u>	<u>Length of Time Integrating this Technology with Print</u>	<u>List Year(s) (if any) that you created technology that was used to qualify for the Emerging Tech Promotion</u>
<input type="checkbox"/> Augmented Reality	___ years ___ mos.	___ year(s)
<input type="checkbox"/> Near Field Communication (NFC)	___ years ___ mos.	___ year(s)
<input type="checkbox"/> Video in Print <ul style="list-style-type: none"> <li>a) <i>Integrated Video Screen with a printed mailpiece</i></li> <li>b) <i>Integrated Video using translucent paper</i></li> <li>c) <i>Personalized Interactive Video</i></li> <li>d) <i>Shoppable Video</i></li> </ul>	___ years ___ mos.	___ year(s)
<input type="checkbox"/> Digital to Direct <sup>1</sup>	___ years ___ mos.	___ year(s)

- 9) Your company must provide 1-2 specific case studies utilizing each of the technologies with print that you selected in Question #8. (Must be completed with submitted application)

- Augmented Reality (*2 case studies required*)
- Near Field Communication (NFC) (*1 case study required*)
- Video in Print (*1 case study required*)
- Digital to Direct (*2 case studies required*)

- 10) Your company must provide sample mailpiece, print piece (physical or electronic), or digital art files utilizing each of the technologies with print that you selected in Question #8. (must be completed as part of the application process)

Augmented Reality	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Near Field Communication (NFC) (mailpiece not required)	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Video in Print	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Digital to Direct	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>

<sup>1</sup> Digital to Direct: A dynamically printed, personalized mailpiece that is automatically triggered by a digital/online interaction.

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- 11) For each qualifying technologies with print selected in Question #8, please check the box indicating whether your company uses either a Proprietary or Licensed Technology Application:

### **Augmented Reality**

Proprietary Application ☐  
Licensed Application (specify provider) ☐ \_\_\_\_\_  
Level of Service:  
Technology only ☐  
Technology + Integration ☐  
Technology + Integration + Printing ☐

### **Near Field Communication (NFC)**

Proprietary Application ☐  
Licensed Application (specify provider) ☐ \_\_\_\_\_  
Level of Service:  
Technology only ☐  
Technology + Integration ☐  
Technology + Integration + Printing ☐

### **Video in Print**

Proprietary Application ☐  
Licensed Application (specify provider) ☐ \_\_\_\_\_  
Level of Service:  
Technology only ☐  
Technology + Integration ☐  
Technology + Integration + Printing ☐

### **Digital to Direct**

Proprietary Application ☐  
Licensed Application (specify provider) ☐ \_\_\_\_\_  
Level of Service:  
Technology only ☐  
Technology + Integration ☐  
Technology + Integration + Printing ☐

- 12) Is there any other technology with print that you would like us to consider incorporating?  
(If so, please specify it here):
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- 13) Provide a short description of your services (150 words or less). Please include information such as services provided, target customers, features & benefits.

Applicant Signature \_\_\_\_\_ Date \_\_\_\_\_

**How to Apply**

Submit a completed application AND required case study(s) via email to:  
[EmergingTechPromo@usps.gov](mailto:EmergingTechPromo@usps.gov)

Send physical samples to:

**US Postal Service  
USPS Mailing Promotions Technology Provider Directory  
P.O. Box 23282  
Washington, DC 20026-3282**

***Fed Ex and UPS do not deliver to PO Box addresses*** (To ensure delivery, please use Postal products or services).

*^Decisions regarding participation are made in the sole discretion of the USPS. Additional supplemental information may be requested in order to finalize a decision. The USPS has the exclusive authority to permit or deny participation in this program to any entity. The USPS reserves all rights to modify or change any content on the directory. Applicants will be notified of the decision by email. Companies whose application has been approved will be forwarded an agreement and must agree to the terms and conditions for participation. Upon agreement, the company information will be added to the online directory. The USPS reserves the right to request additional information in order to evaluate your application.*