

United States Postal Service®

# INDUSTRYALERT

February 12, 2021

## 2021 Earned Value Promotion Registration Begins on Monday, February 15th

This year there are three webinars for the Earned Value Promotion that include presentations and recordings that will assist not only first-time participants but also past participants.

The **Earned Value Promotion Webinar** is an overview of the promotion which discusses the program parameters, registration period, promotion period and earned value credit calculation, credit agreement and credit redemption period.

Another webinar, The **Earned Value Promotion Enrollment Process Webinar** discusses how to create a Business Customer Gateway account and how to complete the five sections for enrollment that include Alternate Primary Contact Information, Locations, Mailer IDs, Payment Accounts, and Certification.

The final webinar, **Earned Value Promotion Mailpiece Qualification Tips Webinar** covers what is a business reply, courtesy reply, and share mail piece; and what is a MID, STID, Barcode, Intelligent Mail Barcode and additional topics.

The above webinar presentations and recordings are posted on the *PostalPro Quick Link* page in the Earned Value Promotion. Click the link below:

<https://postalpro.usps.com/promotions/2021-earned-value>

Questions about the Earned Value Promotion can be sent here: [earnedvalue@usps.gov](mailto:earnedvalue@usps.gov)

### Corrections to Industry Alert dated January 22, 2021

The correct Emerging & Advanced Technology Promotions registration and promotion period dates are below:

#### **Emerging & Advanced Technology Promotion**

**Promotion Period:** March 1, 2021 – August 31, 2021

**Registration Period:** January 15, 2021– August 31, 2021

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