

How to Enroll in the Mailing Promotions

Note: Does Not Include Earned Value

New Business Customer Gateway (BCG) Users:

If you do not have a business account with the United States Postal Service then you will need to create one.

Step 1: Go to the Business Customer Gateway (BCG) at: <https://gateway.usps.com>.



Step 2: Click “**Sign Up for the BCG**” button to get started.



Step 3: Enter the required information: username, password, security questions, name and contact information. If you a Customer Registration ID (CRID) enter it here.

Step 4: Click “**Create Account**” if you do not have a Customer Registration ID (CRID) and you will automatically be assigned one.

Step 5: You will receive an automatic email confirming that your Business Account/CRID has been activated. Now you can log into the Business Customer Gateway (BCG) and enroll in the Mailing Promotion you are interested in by following the **Existing Business Customer Gateway (BCG) Users instructions on the next page.**

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Existing Business Customer Gateway (BCG) Users:

Business Account holders can go directly to the enrollment process.

Step 1: Log in to the Business Customer Gateway (BCG) at: <https://gateway.usps.com>.



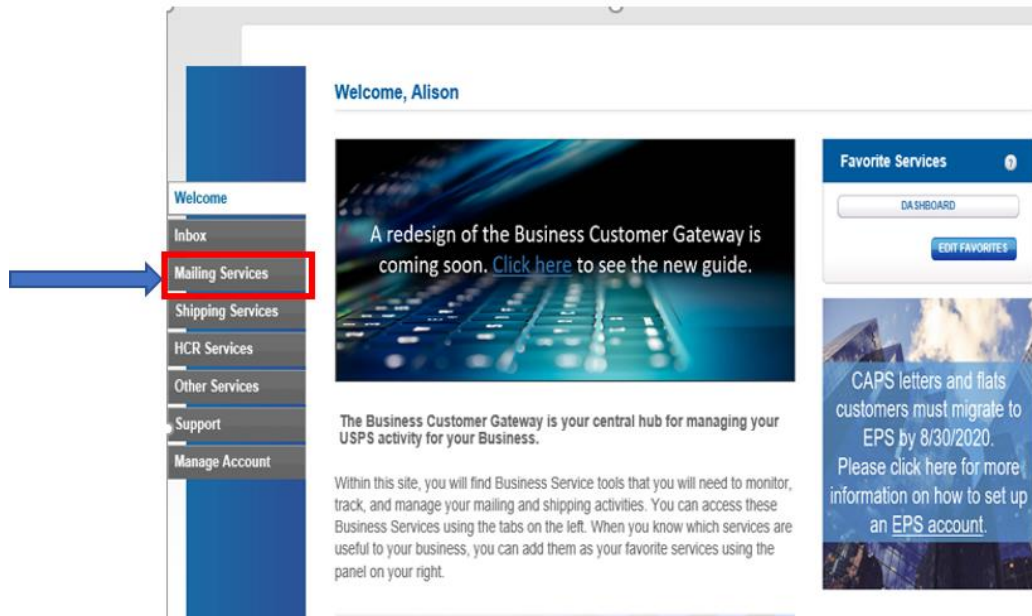
Step 2: Click “**Sign in to the BCG**” button to get started.



Step 3: Select “**Mailing Services**” from the left menu of the Welcome (Landing) Page.

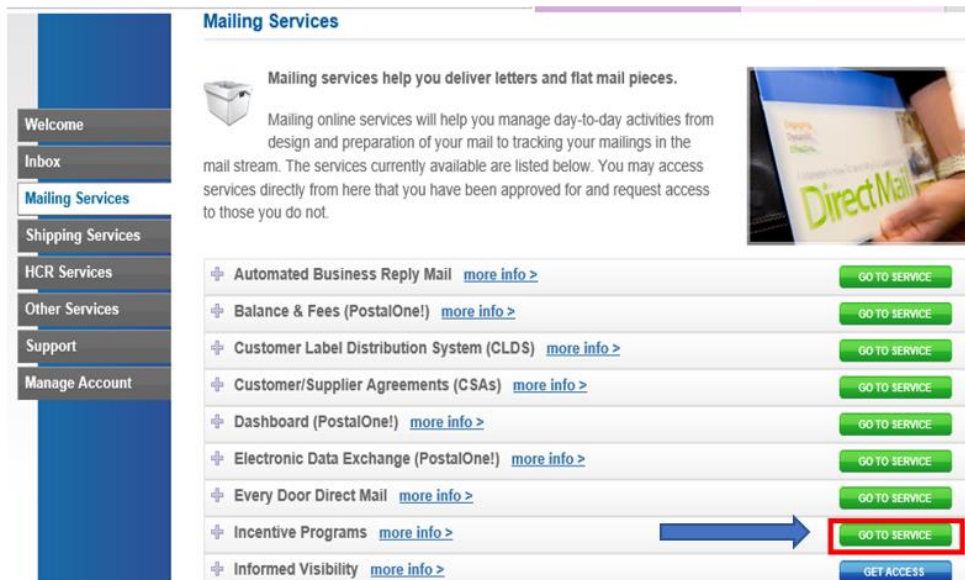
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Step 4: Go to the **Incentive Programs** in the list displayed and click **“Go to Service”**.

If you do not have access to the Incentive Programs already you will need to click “Get Access” to submit your access request.



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Step 5: Click on the “**Promotion**” that you selected.

Tactile, Sensory, & Interactive Mailpiece Engagement Promotion

Emerging and Advanced Technology Promotion

Earned Value Promotion

Personalized Color Transpromo Promotion

Mobile Shopping Promotion

Informed Delivery Promotion

Step 6: Click “**Begin Enrollment**”.

Begin Enrollment

There are 4 tasks in the Enrollment Process that need to be completed.

- Alternate Primary Contact Information
- Locations
- Payment Accounts
- Certification

You will need to complete each of the tasks listed above by selecting the “**I Agree**” button. Then you will see the status change from “**Incomplete**” to “**Complete**”.

Note: If you do not select the “**I Agree**” button then your enrollment status will be “**In Progress**” and you will **NOT** be registered for the Promotion that you selected.

Step 7: Select **Alternate Primary Contact Information**.

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UNITED STATES POSTAL SERVICE® USPS.COM | GATEWAY | HELP | SIGN OUT

Emerging and Advanced Technology Promotion Enrollment Status: **IN PROGRESS** [Back to Incentives Home](#)

Program Summary Emerging and Advanced Technology Promotion

Alternate Primary Contact Information *Incomplete*

Locations *Incomplete*

Payment Accounts *Incomplete*

Certification *Incomplete*

BACKGROUND

Direct mail continues to face competition from many forms of alternative media. Businesses have a variety of electronic and digital options available and are relying heavily on email marketing and social media to communicate with their customers in marketing their products and services. These diversions are having an impact on mail volume. As mobile and other print technologies continue to evolve, mail has the potential to offer greater value by engaging customers in various platforms. To ensure that direct mail continues to be a relevant part of the marketing mix, we encourage customers to explore opportunities to incorporate technologies such as Near Field Communication (NFC), "Enhanced" Augmented Reality, and other developing technologies that use advancements in print, ink, and paper that enhance how consumers interact and engage with mail. This strategy provides substantial advantages and opportunities for the integration of innovation in the mail now and in future years.

II. PROGRAM DESCRIPTION

The use of technology continues to be a growing force in the marketing landscape for today's savvy marketing professionals. This promotion will build upon previous promotions and continue our strategy of encouraging mailers to integrate direct mail with advancements in technology. To participate in the promotion, the mailpiece must incorporate the use of standard NFC technology or an "enhanced" augmented reality experience allowing the recipient to engage in an interactive experience using the mailpiece and technologies, such as mobile devices, tablets, and other advancements in interactive technologies. There are three new categories that are included in this year's promotion. They are, but are not limited to:

• Ink

Step 8: Complete the information for another contact person at the **Alternate Primary Contact Information**.

Customer Primary Contact Information

Name: _____ ZIP/Postal Code: _____

Company Info: _____ Country: _____

Address: _____ Email: _____

City: _____ Telephone: _____

State/Province: _____ FAX: _____

Alternate Primary Contact Information

Select Program: **2020 - Earned Value 2019**

Alternate Primary Contact Information

Name: _____

Address: _____

City: _____

State: _____

ZIP/Postal Code: _____

Country: _____

Email: _____

Telephone: _____

Extension: _____

Technical Contact Information

Name: _____

Address: _____

City: _____

State: _____

ZIP/Postal Code: _____

Country: _____

Email: _____

Telephone: _____

Extension: _____

Step 9: Select the **"I Agree"** button to complete the task.

I Agree I Disagree

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Step 10: Once you agree your status will change in this section from “Incomplete” to “Complete”.

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Emerging and Advanced Technology Promotion Enrollment Status: **IN PROGRESS** [Back to Incentives Home](#)

Program Summary Emerging and Advanced Technology Promotion Overview

Please complete all of the steps below to enroll.

Enrollment Steps	Status
[+] Alternate Primary Contact Information	Complete
[+] Locations	Incomplete
[+] Payment Accounts	Incomplete
[+] Certification	Incomplete

Show Additional Information

Step 11: Select “Locations”.

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Emerging and Advanced Technology Promotion Enrollment Status: **IN PROGRESS** [Back to Incentives Home](#)

Program Summary Emerging and Advanced Technology Promotion Overview

Alternate Primary Contact Information	Complete
Locations	Incomplete
Payment Accounts	Incomplete
Certification	Incomplete

Enrollment Steps

[+] Additional Contact Information	Complete
[+] Locations	Incomplete
[+] Payment Accounts	Incomplete
[+] Certification	Incomplete

Show Additional Information

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Step 12: Next you will need to review your participating mailing locations which are your CRIDs and verify the accuracy of them.

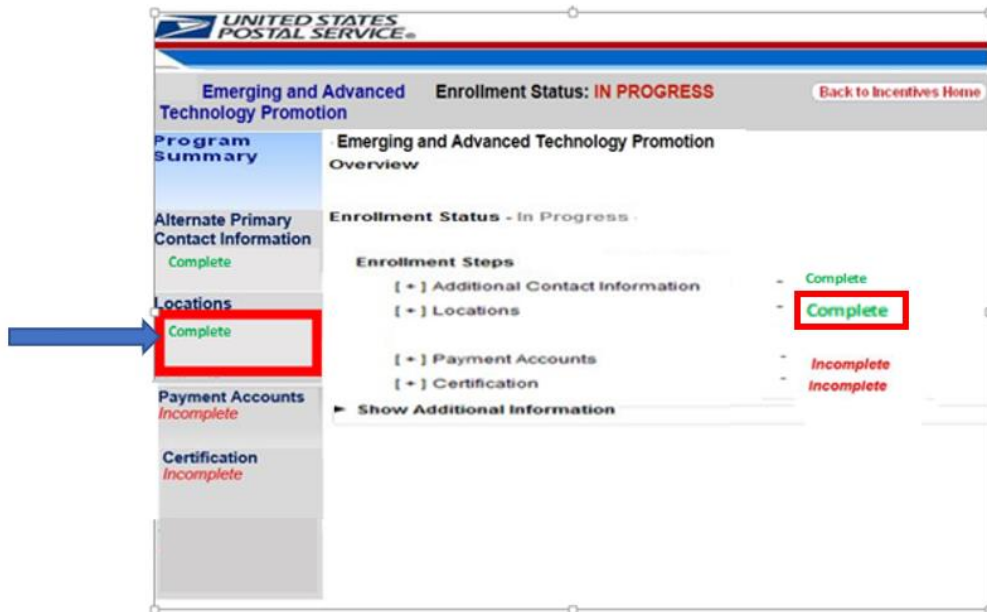
Locations

	MID User CRID Company Name	MID User CRID ?	Enrollment Method	MID Owner CRID ?	MID Owner CRID Company Name	Enrollment Date	Multi User	Multi User Names	Status	MSP Designation
<input type="radio"/>	POSTAL ONE HELPDESK	5502060	Online			02/15/2019	No		Linked	YES

Step 13: Select the “I Agree” button to complete the task.



Step 14: Once you agree your status will change in this section from “Incomplete” to “Complete”.



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Emerging and Advanced Technology Promotion Enrollment Status: **IN PROGRESS** [Back to Incentives Home](#)

Program Summary: Emerging and Advanced Technology Promotion Overview

Alternate Primary Contact Information: Complete

Locations: Complete

Payment Accounts: Incomplete

Certification: Incomplete

Enrollment Steps:

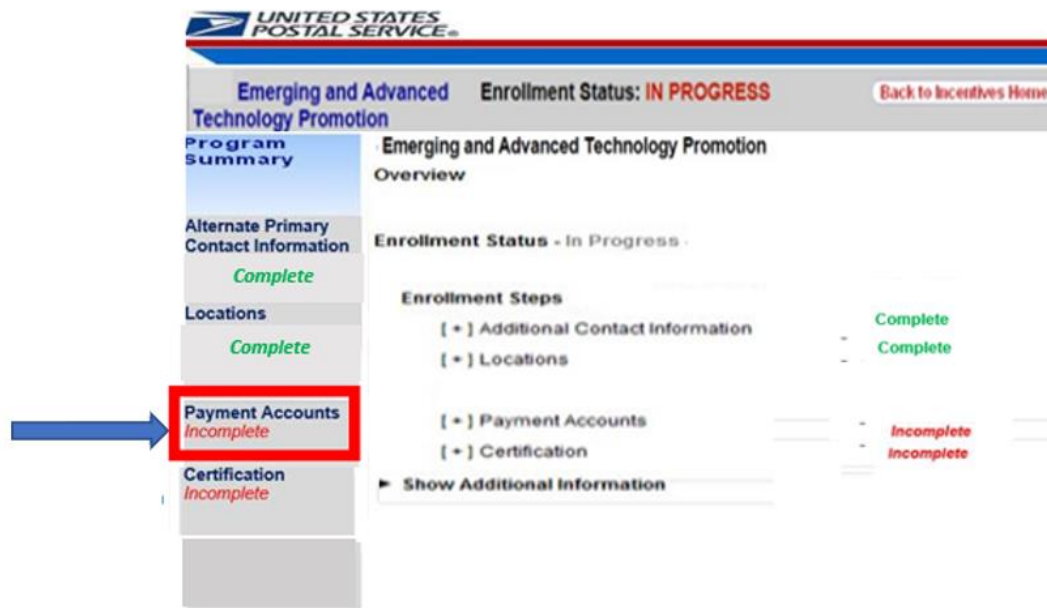
- [+] Additional Contact Information - Complete
- [+] Locations - Complete
- [+] Payment Accounts - Incomplete
- [+] Certification - Incomplete

Show Additional Information

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Step 15: Select “Payment Accounts”.



Step 16: The “Payment Accounts” page allows you to review the permits that are associated to your registered business locations and verify the accuracy of them.

Step 17: Select the “I Agree” button to complete the task.



Step 18: Once you agree your status will change in this section from “Incomplete” to “Complete”.

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Emerging and Advanced Technology Promotion Enrollment Status: **IN PROGRESS** [Back to Incentives Home](#)

Program Summary Emerging and Advanced Technology Promotion Overview

Alternate Primary Contact Information Enrollment Status - In Progress - **Complete**

Locations **Complete**

Payment Accounts **Complete**

Certification **Incomplete**

Enrollment Steps

- [+] Additional Contact Information **Complete**
- [+] Locations **Complete**
- [+] Payment Accounts **Complete**
- [+] Certification **Incomplete**

Show Additional Information

Step 19: “**The Certification**” will become available once the preceding steps have been completed.

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Emerging and Advanced Technology Promotion Enrollment Status: **IN PROGRESS** [Back to Incentives Home](#)

Program Summary Emerging and Advanced Technology Promotion Overview

Alternate Primary Contact Information Enrollment Status - In Progress - **Complete**

Locations **Complete**

Payment Accounts **Complete**

Certification **Incomplete**

Enrollment Steps

- [+] Additional Contact Information **Complete**
- [+] Locations **Complete**
- [+] Payment Accounts **Complete**
- [+] Certification **Incomplete**

Show Additional Information

Step 20: You must review the “**Certification Agreement**” which is a legal agreement.

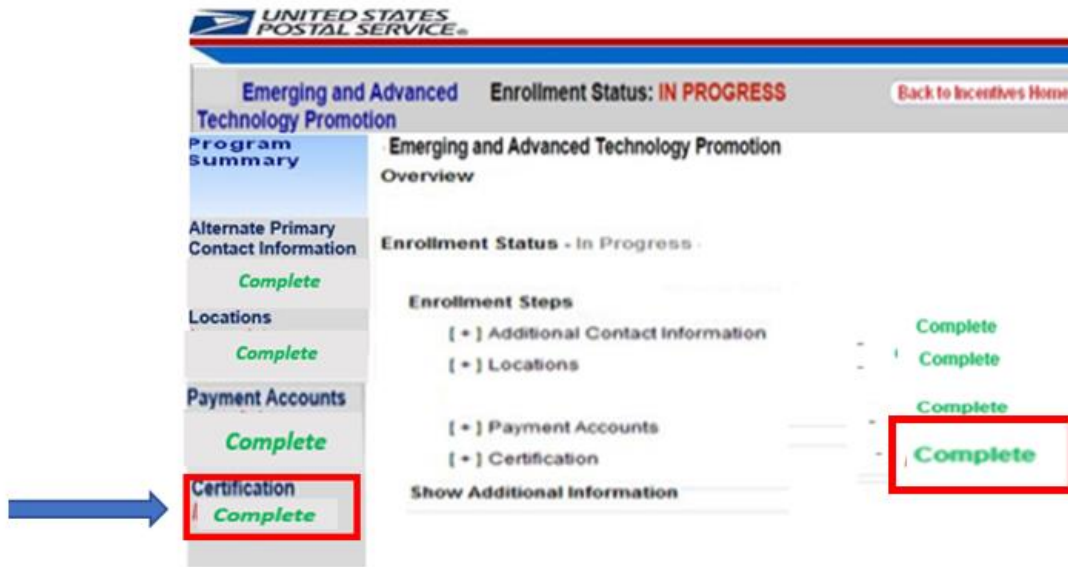
Step 21: Select the “**I Agree**” button to complete the task.

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Step 22: Once you agree your status will change in this section from “**Incomplete**” to “**Complete**”.



Note: If you do not select the “**I Agree**” button then your enrollment status will be “**In Progress**” and you will **NOT** be registered for the promotion that you have selected.

Once you have completed the enrollment you will receive an email stating that you are enrolled in the Promotion that you selected and your **Enrollment Status** will no longer state “**IN PROGRESS**”.

Step 23: Now your Enrollment Status changes to “**ENROLLED**”.

