

United States Postal Service®

INDUSTRYALERT

February 8, 2023

2023 PROMOTIONS WEBINAR – EMERGING AND ADVANCED TECHNOLOGY Scheduled February 24, 2023

The webinar for the Emerging and Advanced Technology promotion is scheduled for **Friday, February 24 at 1:00-2:00PM EST**. Content of the webinar will include requirements for eligibility, key dates, and changes made to the promotion.

To access the webinar, please utilize the link below:

<https://usps.zoomgov.com/j/1609953965?pwd=Q2xWK2lxOXdDQ1NiUGQ5TmNscnNNUT09>

The webinar will be recorded and posted on [PostalPro](#) for your convenience.

Registration for the Emerging and Advanced Technology promotion begins on March 15, 2023, and will remain open until November 30, 2023. The Promotion Period runs from May 1, 2023, to November 30, 2023.

The Emerging and Advanced Technology promotion encourages mailers to send mail experiences that excite customers by connecting mailpieces with the latest digital technologies. The promotion is designed to leverage technologies that can boost brand awareness, show off product features, highlight key information, send irresistible offers, facilitate mobile shopping, or engage with customers in new ways. The promotion includes two discount levels depending on the complexity of the technology employed.

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