

The 2024 MFSA Conference

Friday, April 12 thru Sunday, April 14



The Moran City Centre
Houston, TX

April 12, 2024 - April 14, 2024
The Moran City Centre
Houston, TX

Thursday, April 11, 2024
Golf Tournament

Friday, April 12, 2024
Special Session: Review of the Economy by FRB
Special Session: New Network & Pricing
Sponsor Reception

Saturday, April 13, 2024
Breakout Sessions
Radio Milano Dinner

Sunday, April 14, 2024
General Business Meeting
Conference Close

We are The MFSA™ –The Mailing & Fulfillment Services Association.

We are a nonprofit organization dedicated to promoting Direct Mail, Printing, and Fulfillment service providers through education and collaboration. This vibrant and growing association has been meeting for almost 75-years.

We meet once a year for a three-day conference. Membership is obtained by attending this annual gathering. Our conference hosts cutting-edge speakers that introduce participants to the latest technology and marketing trends, USPS executives, and international vendors that support the industry.

Attendees are CEOs, sales and marketing executives, and entrepreneurs. Our meeting brings fierce competitors together as collaborators and fosters camaraderie seldom found in today's business environment.





SPEAKERS & TOPICS

MARKETING & AI

Adam Faust-5+8

THE HEALTH OF THE INDUSTRY

Paul Bobnak-Who's Mailing What

TECHNOLOGY UPDATE

Jack Noonan-Printing United Alliance

THE STATE OF THE US ECONOMY

Jesse Thompson-The Federal Reserve Bank

THE ROLE OF THE OIG

Josh Bartzen-Office of Inspector General

UPDATES FROM THE HILL

Leo Raymond-Mailers Hub

THE NEW USPS NETWORK & PRICING STRUCTURE

Tom Glassman-Ricoh USA & Leo Raymond-Mailers Hub

MTAC MEMBERS

**The MFSA Golf Tournament
Meadowbrook Farms Golf Club
Thursday, April 11, 2024
11AM-5PM
\$125.00/per person**

You do not have to be a member, nor do you have to attend the conference to participate in our annual golf tournament.



FOUR EXCELLENT REASONS TO SPONSOR THE MFSA™

The MFSA™ understands that sponsors expect a return on their investment. Our conference attracts CEO's, sales and marketing executives, and entrepreneurs...

Your Target Audience.

The Friday Night Sponsor Kick-Off is a show case just for you. It's the perfect platform to mingle with your existing clients while meeting new, potential clients. Below are results from our latest Sponsor Survey:

- **100% said they felt the sponsorship dollars spent were of value to their business**
- **100% said they met viable contacts for new business**
- **100% said they had the chance to spend quality time with existing clients**

The Sponsor Reception is always well attended-

Between 90 - 95% of all attendees participate every year. Each sponsor is provided with a table in an area within the hotel where the conference is held. We provide light hors d'oeuvres and an cash bar. The kick-off starts at 6pm and finishes by 8:30pm.





Cash and Door Prizes are Awarded Throughout the Evening-

MFSA™ provides cash and door prizes to attendees that visit each sponsor table throughout the evening.

This encourages everyone to take their time and visit every sponsor. Along with our usual cash prizes, we also throw in something with a twist. One year we gave away an Exotic Race Car Driving Experience! These incentives are funded and provided by the MFSA™. We welcome additional prizes provided by our sponsors as well.



It Is a Fun & Festive Environment-

This fun and festive event is perfect for digital advertising your business and "calling out" existing and new clients on social sites. MFSA™ members collaborate and generate lots of pictures which in turn generates lots of activity on social sites like Facebook, Twitter, Instagram and LinkedIn.



The Presentation of The Helsley Family Lifetime Achievement Award-
For the past 50-years, during the Friday Night Sponsor Kick-Off, the MFSA™ presents the Helsley Family Lifetime Achievement Award. This coveted award is presented to an individual who has demonstrated a long history of significant and outstanding achievement in the mailing services industry. It can be won only once, and past recipients select each new winner. Its presentation is one of the highlights of every conference.





PLATINUM

\$2,500

SPONSOR ONLINE TODAY

THEMFSA.ORG

JOY Z
JOYZ@BEBTEXAS.COM
832-349-0080

RONNIE EWERS
REWERS@EQ3P.COM
214-729-5791

- Includes:
- Four (4) Full Conference Attendees which includes Friday and Saturday night events
- Two (2) Attendees to Golf Tournament
- Full Table Display at Kick-off Reception
- Logos included in all marketing for the conference
- Links to your website on digital marketing
- Sales literature enclosed in conference bag
- Detailed list of all conference attendees including email addresses



COPPER

\$2,000

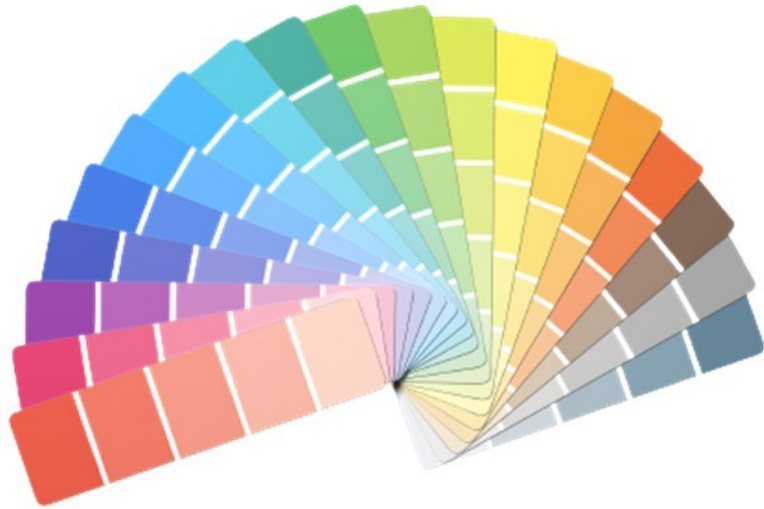
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- Includes:
- Three (3) Full Conference Attendees which includes Friday and Saturday night events
- One (1) Attendee to Golf Tournament
- Full Table Display at Kick-off Reception
- Logos included in all marketing for the conference
- Links to your website on digital marketing
- Sales literature enclosed in conference bag
- Detailed list of all conference attendees including email addresses



DIAMOND

\$1,500

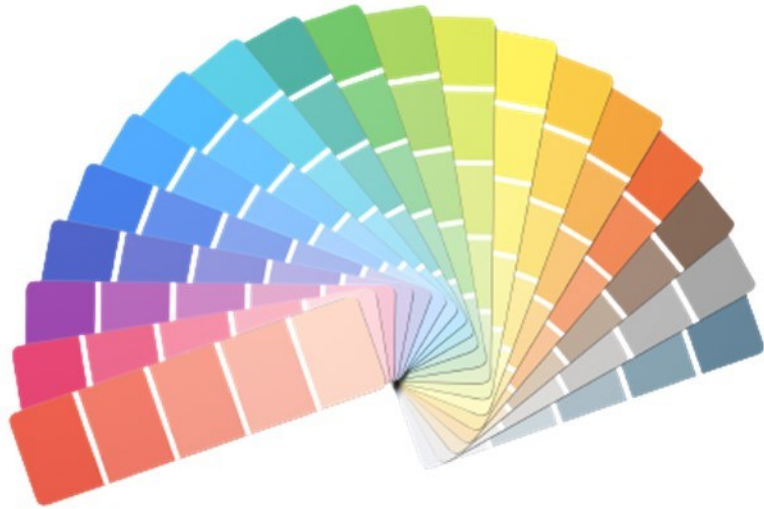
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- Includes:
- Two (2) Full Conference Attendees which includes Friday and Saturday night events
- One (1) Attendee to Golf Tournament
- Full Table Display at Kick-off Reception
- Logos included in all marketing for the conference
- Links to your website on digital marketing
- Sales literature enclosed in conference bag
- Detailed list of all conference attendees including email addresses



GOLD

\$1,000

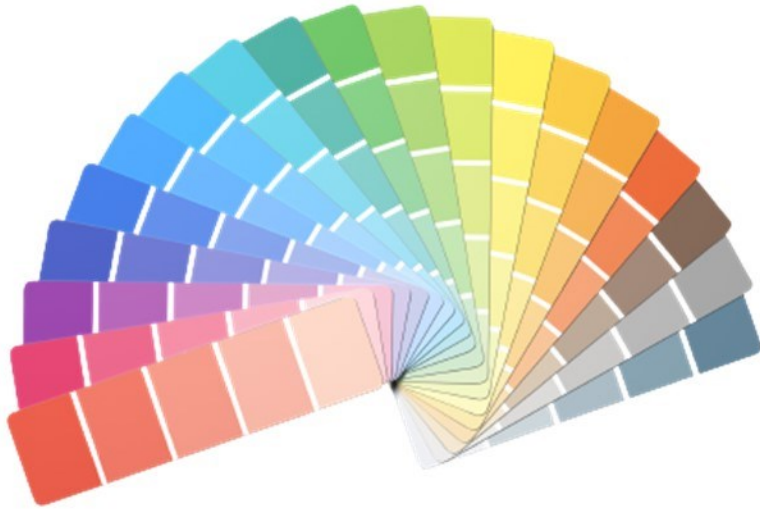
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- Includes:
- One (1) Full Conference Attendees which includes Friday and Saturday night events
- Full Table Display at Kick-off Reception
- Logos included in all marketing for the conference
- Links to your website on digital marketing
- Sales literature enclosed in conference bag
- Detailed list of all conference attendees including email addresses



SILVER

\$500

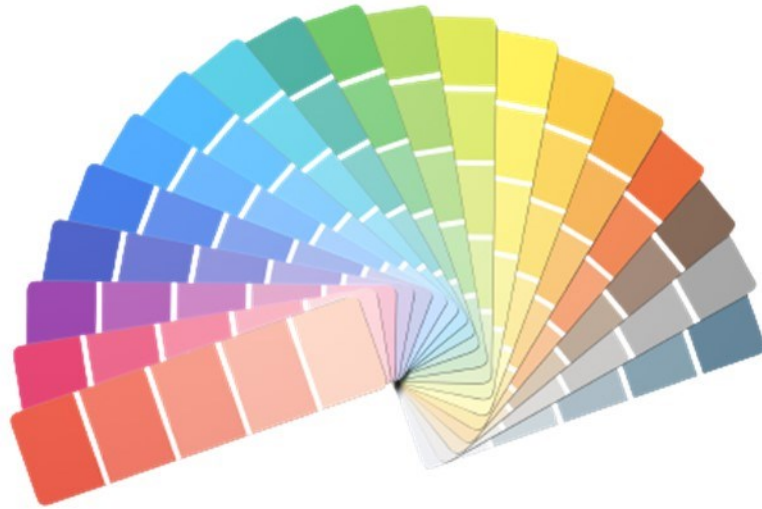
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- Includes:
- One (1) Full Conference Attendees which includes Friday and Saturday night events
- 1/2 Table Display at Kick-off Reception
- Logos included in all marketing for the conference
- Links to your website on digital marketing
- Sales literature enclosed in conference bag
- Detailed list of all conference attendees including email addresses



BRONZE
\$250

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Can't Make It To The Conference? Become a Bronze Sponsor

Includes:

- Logos included on all marketing materials for the conference
- Sales literature enclosed in conference bag
- Detailed list of all conference attendees including email addresses



IN KIND

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**We Have Several
Items Available to
Qualify for an In Kind
Sponsorship:
Brochures
Booklets
Banners
Signs
Fulfillment
And More!**



Become a Sponsor to

The MFSA™

Annual Conference

Today

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