



*THE NEXT GENERATIONS FRONTIER*

**Mailing and Fulfillment Services Association  
Annual Conference**

**The Westin at The Woodlands  
March 28-31, 2019 | The Woodlands, TX**

**Our Partners**



# MFSA HISTORY



The MFSA is a nonprofit organization dedicated to promoting the mailing, printing and fulfillment service provider industry through education and collaboration. This vibrant and growing association has been meeting for over 50 years. A three-day conference is scheduled every year within a four-state area (Texas, Louisiana, Arkansas, and Oklahoma).

The conference hosts industry experts, USPS executives and international vendors that all discuss the latest technology and marketing trends. Attendees are CEOs, sales and marketing executives, and entrepreneurs. The conference bring fierce competitors together as collaborators and fosters camaraderie seldom found in today's business environment. Membership in the MFSA is obtained by attending the annual conference.



## Conference Schedule of Events

### Thursday, March 28

#### MFSA Conference Golf Tournament

Woodforest Golf Club  
1199 Fish Creed Thoroughfare  
Montgomery, TX 77316

Entry Fee: \$95 per person; price includes lunch

The annual golf tournament is always well attended and offers a fun and casual way to spend time with your peers, customers, potential clients and competitors. You do not have to be a member or attend the conference to play. To register please visit [mfsa-sw.org](http://mfsa-sw.org).



# Conference Schedule of Events

**Friday, March 29**

## PremierIMS Facility Tour 12 to 3 p.m.



**PremierIMS, Inc.**  
Print Mail Market Succeed



Come tour the largest independent direct mail processing facility in the southeastern region of the United States. The 80,000 square foot facility houses offset and digital printing presses, high-speed mail processing equipment, letter shop and fulfillment center. Transportation will be provided from event hotel.



## USPS Informed Delivery® Lunch & Learn

Following the facility tour, PremierIMS will host an Informed Delivery® Lunch & Learn for bulk mailers and advertisers who market with direct mail. A USPS representative will conduct a presentation showing how to create an interactive mail campaign using Informed Delivery®. A question and answer session will follow. Lunch will be provided including transportation back to the event hotel.



# Conference Schedule of Events

## Friday, March 29

### Friday Night Sponsor Kickoff Reception 6 to 9 p.m.

#### Socialize with Existing and Potential Clients

The Friday night Sponsor Kickoff Party is well attended and extremely interactive. Hors d'oeuvres are served along side a full bar and table seating. This is a great place to converse with your clients and future customers in a casual setting.

#### Sponsor Showcase Tables

Conference sponsors will have tables set up to showcase items and discuss their products and services. Attendees mix and mingle, making new connections while learning more about these companies and what they offer.



#### Cash Give-Aways Provided by the Association

Who doesn't like games and prizes? Eligible attendees can win cash and prizes by visiting each Sponsor Showcase Table. This offers an extra incentive for interaction with sponsors.



#### Presentation of the Helsley Family Lifetime Achievement Award

During the reception the association presents a member with the Helsley Family Award. The prestigious award is given to an individual who has demonstrated a long history of outstanding achievement within our industry. It can only be won once, and past recipients select each new winner.

### The Westin at The Woodlands



# Conference Session Topics

9 a.m to 4 p.m.

**Saturday, March 30**



## **Geo Framing / Alesco**

*Paul Theriot, President*

Learn the latest in omni channel and data driven list services including machine learning analytics for marketing campaigns.



## **Variable Data / Everything Marketing**

*Mike Riordan, President*

Mike will discuss variable data across different kinds of marketing initiatives and tools including marriage mail and detailed labeled cards.



## **Industry and Post Office Update**

*Leo Raymond, Managing Director of Mailers Hub*

Leo will cover the latest news and updates regarding the Post Office and the mailing and printing industry.



## **Mergers and Acquisitions**

*Panel of Industry Experts*

This discussion will focus on major changes in the printing and mailing industry and how that is affecting mergers and acquisitions.

# Conference Session Topics

**Saturday, March 30**



## **Capital Hill Update**

*Lisbeth Lyons, PIA Vice President, Government and External Affairs*

Lisbeth will discuss what's happening on Capital Hill and the key legislative and political developments affecting the industry.



## **The University of Houston Digital Media Program**

*Dr. Jerry Waite, Professor of Technology*

Dr. Waite will talk about the UH Digital Media Program and how it prepares technologically-savvy graduates to develop, design, and manage established and emerging media.



## **Saturday Evening Chili Cook-OFF & Dinner**

6 to 10 p.m.

Get your apron tied and your best chili making secrets ready for the MFSA Conference Chili Cook-Off! Attendees will be assigned to a team and have a set amount of time to prepare and cook their chili. Judges will determine the winner. All ingredients and cookware will be supplied. Following the cook-off a full dinner buffet will be served. The winner takes home bragging rights and a trophy.



**Sunday, March 31**

### **Conference Wrap-up**

9 to 11 a.m.

Closing words and networking. Breakfast will be served.



## Conference Sponsorships

There are four sponsorship levels to choose from.  
Visit [MFSA-SW.ORG](http://MFSA-SW.ORG) to sign up today!

### ***Diamond \$2,500***

- Four (4) full conference tickets which includes Friday and Saturday night events
- Two (2) player tickets to the Golf Tournament
- Full table display at Kickoff Reception
- Logos included on all conference marketing materials
- Sales literature enclosed in conference bag
- Detailed list of all conference attendees including email addresses

### ***Platinum \$1,000***

- Two (2) full conference tickets which includes Friday and Saturday night events
- Full table display at Kickoff Reception
- Sponsor one of the following: Golf Tournament, Saturday Morning Breakfast or Saturday Afternoon Lunch
- Logos included on all conference marketing materials
- Sales literature enclosed in conference bag
- Detailed list of all conference attendees including email addresses

### ***Conference Bags \$700***

- One (1) full conference ticket which includes Friday and Saturday night events
- Half table display at Kickoff Reception
- Logo included on conference bag
- Logos included on all conference marketing materials
- Sales literature enclosed in conference bag
- Detailed list of all conference attendees including email addresses

### ***Gold \$500***

- One (1) full conference ticket which includes Friday and Saturday night events
- Half table display at Kickoff Reception
- Logos included on all conference marketing materials
- Sales literature enclosed in conference bag
- Detailed list of all conference attendees including email addresses