

How to Enroll in the Mailing Promotions

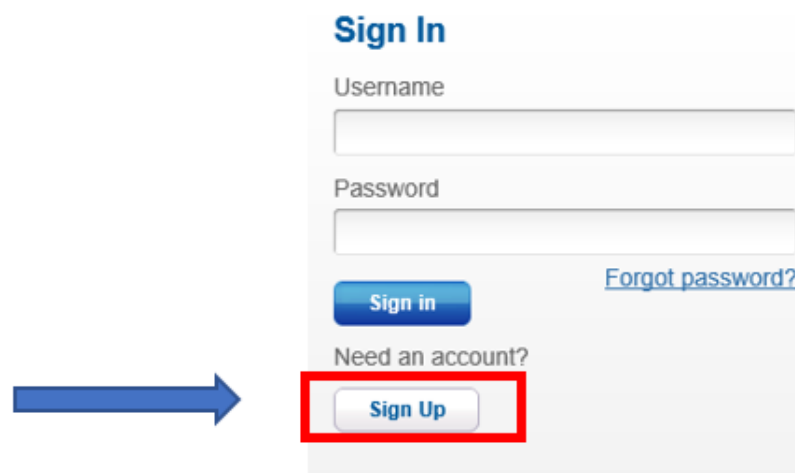
Note: Does Not Include Earned Value

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**” button to get started.



The image shows a screenshot of a web page titled "Sign In". It features two input fields: "Username" and "Password". Below the "Password" field is a blue "Sign in" button and a blue link labeled "Forgot password?". Below the "Sign in" button is the text "Need an account?" followed by a "Sign Up" button. A blue arrow points from the left towards the "Sign Up" button, which is highlighted with a red rectangular border.

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.**

How to Enroll in the Mailing Promotions

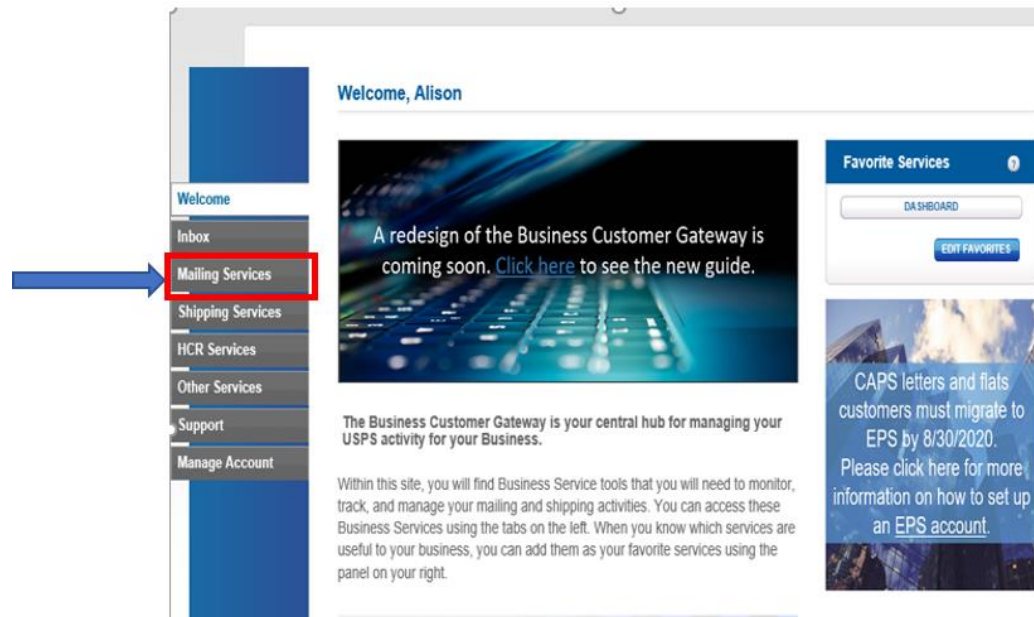
Note: Does Not Include Earned Value

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

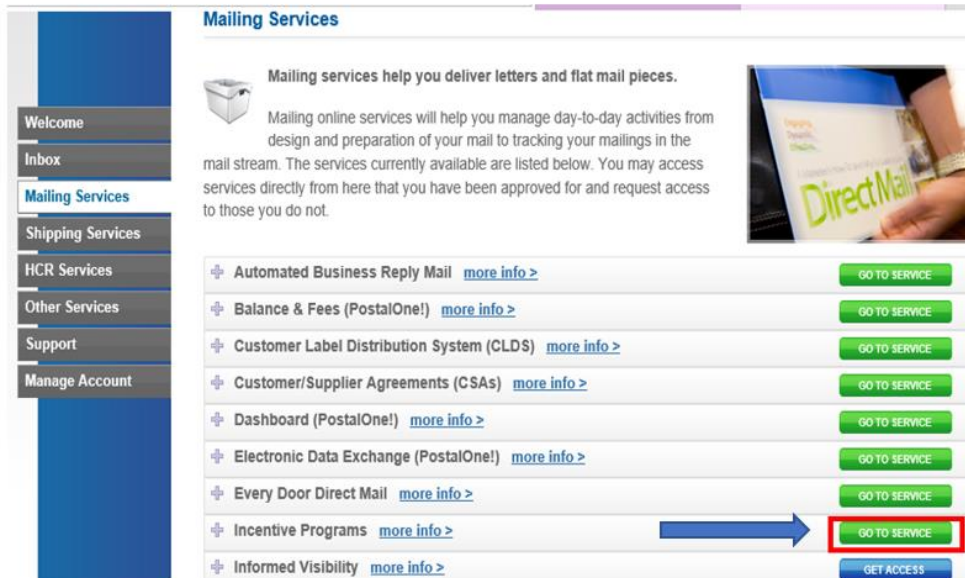


Step 3: Go to the **Incentive Programs** in the list displayed and click “**Go to Service**”.

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

How to Enroll in the Mailing Promotions

Note: Does Not Include Earned Value



Step 4: 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 5: 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**”.

How to Enroll in the Mailing Promotions

Note: Does Not Include Earned Value

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 6: Select **Alternate Primary Contact Information**.

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:

h Inks

Step 7: 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: _____

Select Program: **202000 - 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: _____

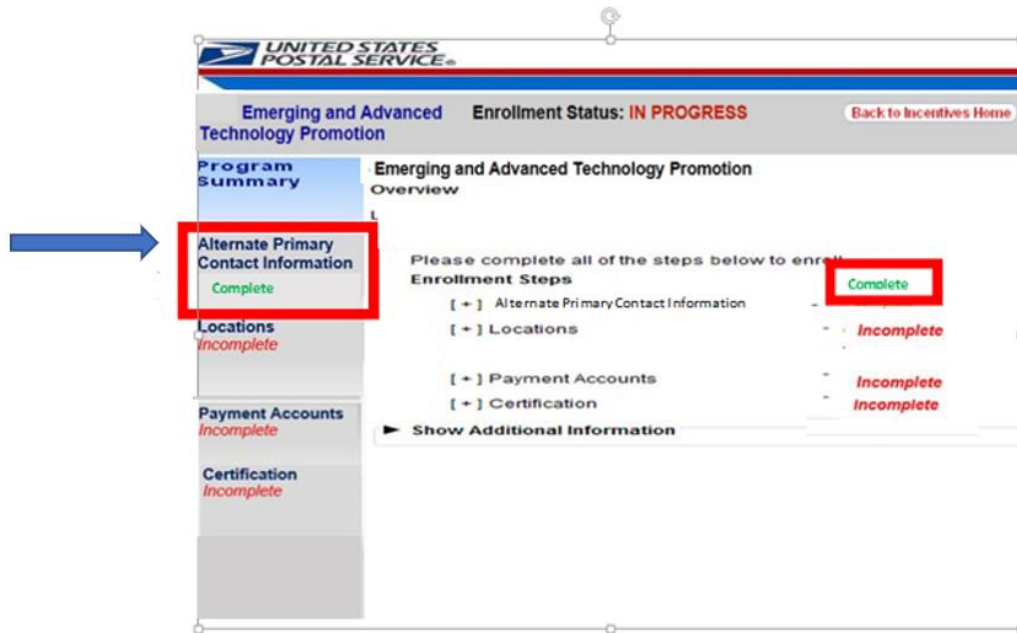
How to Enroll in the Mailing Promotions

Note: Does Not Include Earned Value

Step 8: Select the “I Agree” button to complete the task.



Step 9: Once you agree your status will change in this section from “Incomplete” to “Complete”.



Step 10: Select “Locations”.

How to Enroll in the Mailing Promotions

Note: Does Not Include Earned Value

UNITED STATES POSTAL SERVICE®

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

Step 11: 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 12: Select the **"I Agree"** button to complete the task.



Step 13: Once you agree your status will change in this section from **"Incomplete"** to **"Complete"**.

How to Enroll in the Mailing Promotions

Note: Does Not Include Earned Value

UNITED STATES POSTAL SERVICE®

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 Status - In Progress

Enrollment Steps

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

Show Additional Information

Step 14: Select “**Payment Accounts**”.

UNITED STATES POSTAL SERVICE®

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 Status - In Progress

Enrollment Steps

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

Show Additional Information

Step 15: The “**Payment Accounts**” page allows you to review the permits that are associated to your registered business locations and verify the accuracy of them.

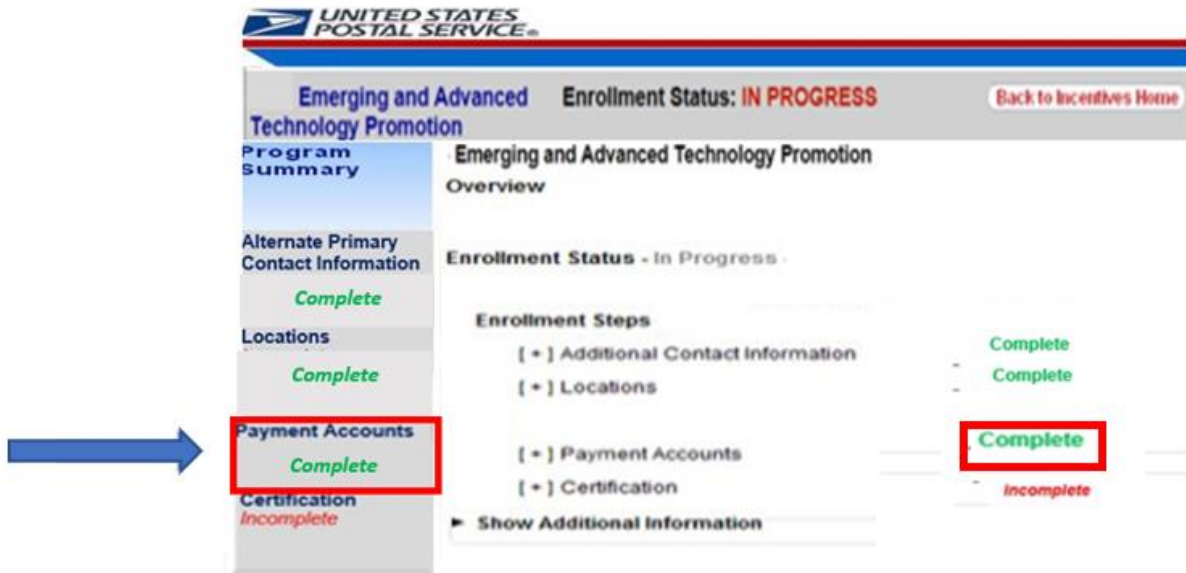
Step 16: Select the “**I Agree**” button to complete the task.

How to Enroll in the Mailing Promotions

Note: Does Not Include Earned Value



Step 17: Once you agree your status will change in this section from “**Incomplete**” to “**Complete**”.



Step 18: “**The Certification**” will become available once the preceding steps have been completed.

How to Enroll in the Mailing Promotions

Note: Does Not Include Earned Value

UNITED STATES POSTAL SERVICE®

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: **Complete**

Certification: **Incomplete**

Enrollment Status - In Progress

Enrollment Steps

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

Show Additional Information

Step 19: You must review the “**Certification Agreement**” which is a legal agreement.

Step 20: Select the “**I Agree**” button to complete the task.



Step 21: Once you agree your status will change in this section from “**Incomplete**” to “**Complete**”.

UNITED STATES POSTAL SERVICE®

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: **Complete**

Certification: **Complete**

Enrollment Status - In Progress

Enrollment Steps

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

Show Additional Information

How to Enroll in the Mailing Promotions

Note: Does Not Include Earned Value

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

Emerging and Advanced Technology
Promotion

Enrollment Status: **ENROLLED**