

A man with short brown hair, wearing a black polo shirt, is leaning forward over a computer keyboard. He is looking down at the keyboard with a focused expression. The background is a blurred office setting. The image is framed by a dark blue border on the left and top, and a green border on the right and bottom.

# **BENEFITS** for NPSOA Members

**\$1,000s of  
Savings!**

Updated January 2026



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**Exclusive  
Member Pricing!**

## NPSOA CONFERENCE

**Put Your Printing Company on the Fast Track to Growth!**  
**Learn and Earn! Attend the NPSOA Annual Conference!**

NPSOA's annual conferences are designed by your peers in the printing industry to be informational, educational, and entertaining. Attendees generate new relationships, strengthen bonds with fellow print & sign shop owners, and learn new ways to make a positive impact on their bottom line.

Each year, NPSOA holds these conferences in major cities across the United States where print & sign shop owners learn new tactics to help their businesses prosper and can still have time to enjoy a night on the town after a long day.

Throughout the conference, attendees hear from experts in various topics of interest to print & sign shop owners. When the conference is over, all the material used by the guest speakers is available for reference after returning to your shops. You are free to reuse these materials for sales and operations.



*"It is worth its weight in gold!"*



## LISTSERV®

Being a member of the National Print & Sign Owners Association (NPSOA) and gaining access to its ListServ platform provides several key benefits:

### Benefits of NPSOA Membership:

- **Networking and Support:** Members connect with a community of industry peers, fostering relationships that provide insights and solutions to common business challenges.
- **Expertise and Education:** Access to the collective knowledge of other print shop owners helps in areas like insurance, marketing, and production.
- **Savings and Value:** Advice and shared experiences through ListServ have saved members \$500 to \$1,500 or more, as noted in surveys.

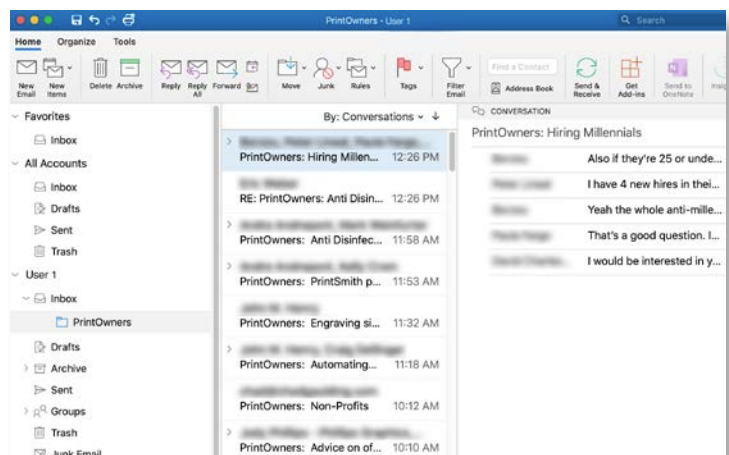
### Advantages of ListServ:

- **Real-Time Solutions:** Offers immediate advice from other owners who have faced and resolved similar challenges.
- **Broad Utility:** Useful for discussions on trends, best practices, software reviews, and production methods.
- **Ease of Use:** Available 24/7 with easy email participation, accommodating members across all time zones.
- **Transparency and Respect:** All posts are attributed to identifiable members, fostering trust and mutual respect.
- **Industry Awareness:** Provides updates on new products, services, and trends in the printing and sign industries.

- **Inclusive Format:** Free and open discussions allow members to join or leave conversations as needed.
- **Enhanced Search:** The platform allows users to find discussions on specific topics efficiently.
- **Community Focus:** The most valued aspect is the sense of friendship and community, ranked highly by members.

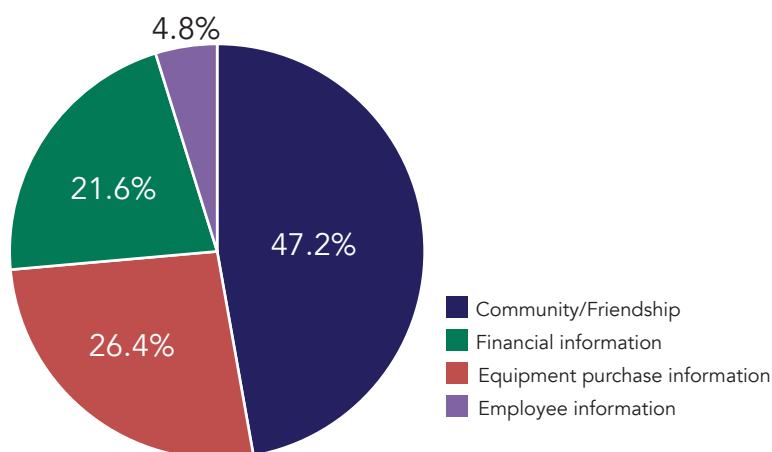
During the COVID-19 pandemic, the platform proved invaluable, with 85% of respondents finding it critical for sharing best practices, financial guidance, and navigating government programs like PPP and EIDL.

Members consistently describe the ListServ as "worth its weight in gold," highlighting its role as a vital resource for learning, mentorship, and overcoming business challenges.



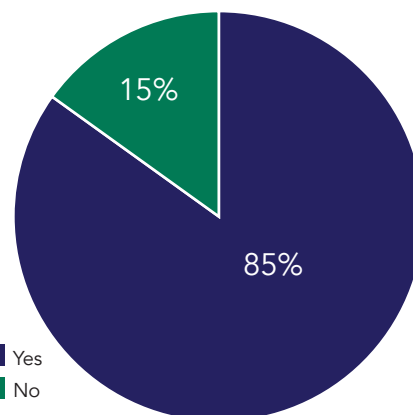


In a recent survey of NPSOA members, \*71% said they saved over \$500 from advice received on Listserv. Another 23% claimed a savings of over \$1,500. Not too shabby when considering this valuable resource to the low cost of NPSOA membership!



#### Rank the reason you are on the PrintOwners list.

When we look at the responses, we see that the single highest rated reason to be on the Print owners list is community and friendship by a significant margin (over 20%)



#### Did you find the list valuable during the Covid-19 pandemic with best practices, PPP information and EIDL discussions?

Check out what your peers have said about NPSOA's Listserv:

*"It is worth its weight in gold!!!!!!!"*

*"It's a source for constant learning."*

*"Info on PPP"*

*"Best practices. methods and procedures. Software reviews. Production advice / how to tips and ideas. To learn from my peers."*

*"Wisdom from hundreds of print owners."*

*"Insight on new trends and best practices; best sources for services, software and subcontractors; a huge resource to answer almost any question about the printing business"*

*"Best Place to get all my questions answered"*

*"Association with those in the same boat and the related experience and information that is shared"*

*"Overcoming business challenges"*

*"Good mentorship"*

*"Business guidance"*

# npsoa magazine

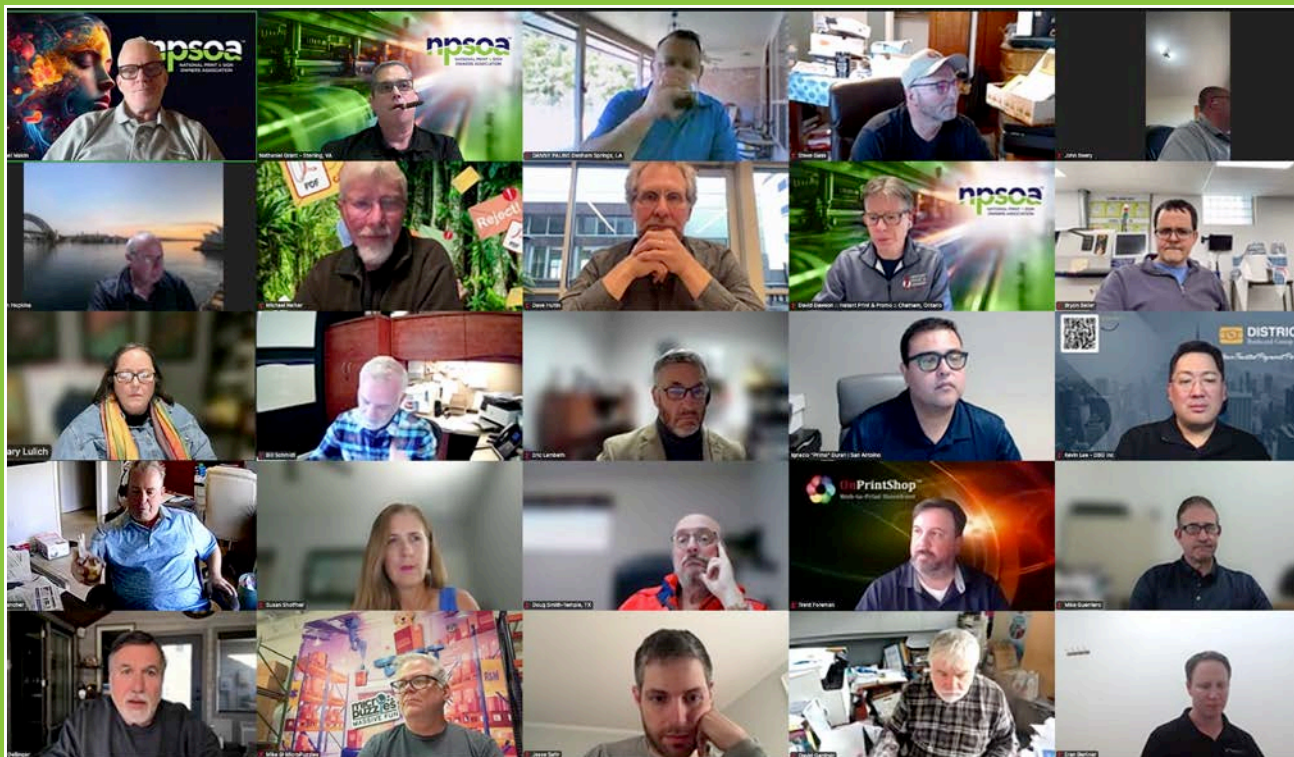
THE PRINT & SIGN OWNER'S MAGAZINE OF  
INDUSTRY NEWS & UPDATES



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**Mailed monthly to  
NPSOA members!**





## OWNER'S IDEA EXCHANGE ZOOM THINK TANK

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**5pm - 7pm est., Every 3rd Wednesday**

It's where members can share ideas and talk freely with one another about what's working and what isn't.

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It's just like any other happy hour, except it's on zoom and it is BYOB & you supply your own snacks to eat. But besides that it will be fun...AND good for your business.

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**Visit [npsoa.org](http://npsoa.org) for link**

After registering, you will receive a confirmation email containing information about joining the meeting.





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Free\*!**



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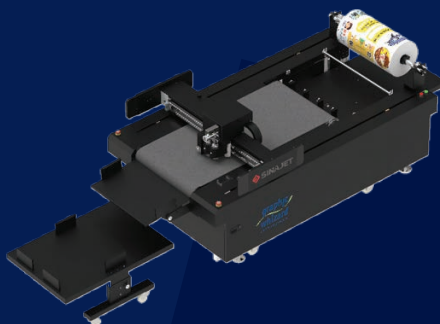


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## ACCOUNTING AND TAX SERVICES

Although year-round, the hot demand comes during tax season (January to April). Needs: business cards, brochures, direct mail campaigns, tax guides, and pocket folders. Pocket folders range from 4x9 to legal size for these groups and very often run on heavy linen stocks.



## CONSTRUCTION AND LANDSCAPING

High demand in spring and summer. Requires small and large-format prints and pocket folders. The folders are most often full color and sometimes add lamination or other coating to enhance the photography of their work.



## LAST MINUTE

Events, new launches, and last-minute decisions all call for quick turnaround requirements across every industry. We're here to help you make it happen!



## HOSPITALITY, TRAVEL, AND TOURISM

Peak times are during holidays and summers. Print needs include table tents, flyers, postcards, rack cards, and pocket folders. Pocket folders range from key folders to customized projects highlighting each unique brand message.



## REAL ESTATE

Active in spring/early summer. Relies heavily on print: flyers, brochures, yard signs, postcards, and various folder sizes. Real estate folders also run from letter to legal size. Often, color choices in both print and stock are key to effective branding and utility of design.



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### Cost Rates Advisor

Budgeted hourly rates, cost analysis, and benchmarking software

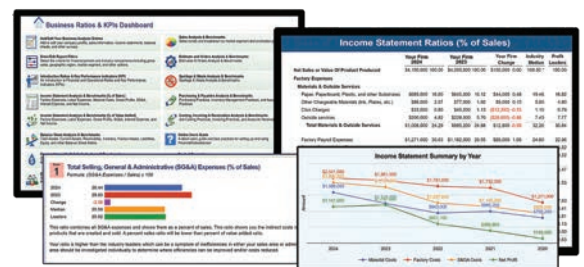
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### Print Business Advisor

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- Benchmarks your company against industry peers and profit leaders



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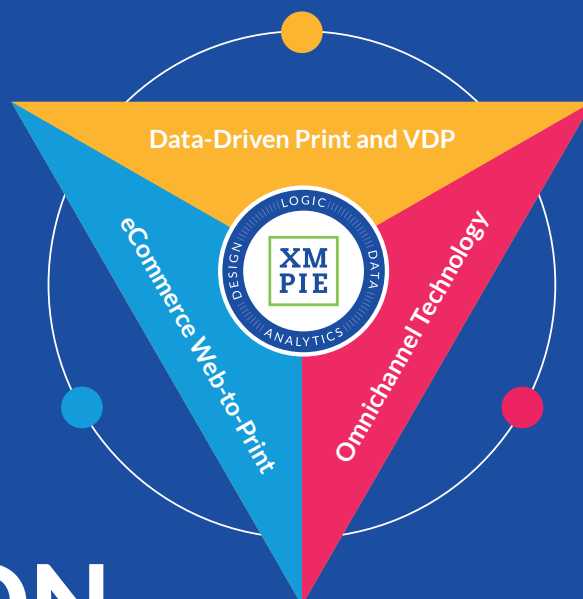
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