



The Association of Coupon Professionals (“ACP”) is an industry wide trade organization whose membership has interest in providing coupon incentives to drive brand growth.

Mission Statement: To provide an industry forum that fosters expertise, education, and leadership that enriches the development, distribution, and redemption of coupons, ensuring they remain a viable sales and marketing tool.

Goals of the ACP:

- Provide leadership and education.
- Develop and drive best practices.
- Provide a forum that fosters and supports resolution.
- Lead by example – We are the stewards of our profession

The Association of Coupon Professionals is a dynamic group of manufacturers, retailers and processors who work together to foster vitality in the coupon industry.

Read on to find out how – and what’s in it for you.

ASSOCIATION OF COUPON PROFESSIONALS

1051 Pontiac Road, PO Box 512 Drexel Hill, Pa 19026

610-789-1478 Phone ` 610-789-5309 Fax

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ACP works to solve critical industry issues through a variety of results-oriented committees.

ACP Committees & Task Forces:

- Develop Coupon Guidelines
- Work with the Joint Industry Re-engineering task force to implement the GS1 Databar
- Provide Coupon 101\102, the must attend seminar, for new people to the coupon industry
- Present the Annual Industry Coupon Conference
- Develop Internet Coupon Guidelines
- Develop Digital Coupon & Redemption Guidelines
- Develop Printer Best Practices
- Foster Market Research Collaboration
- Develop best practices to deal with coupon adjustments, chargebacks and deductions,
- Developed an update of manufacturer payment/reason codes
- Wrote and published an In-ad Coupon Guidelines booklet
- Gave extensive input on the Industry Electronic Clearing Guidelines

ACP's Prestigious Awards Programs

- ***Industry Impact Award*** honoring industry leaders who have made a significant contribution to the Association of Coupon Professionals within the last year.
- ***Lifetime Achievement Award*** honoring industry leaders who have made a significant contribution to the couponing industry.

Active Committees

- **Education Committee** provides Coupon 101\102, the must attend seminar for new people to the coupon industry, and contributes to the agenda of the annual Coupon Industry conference
- **GS1 Databar Task Force** is working to implement the GS1 databar coupon coding.
- **Internet Couponing task force** is identifying and reporting the benefits and issues associated with this dynamic coupon vehicle.
- **Industry Coupon Conference Task Force** which develops the content for the annual industry coupon conference
- **Coupon Guidelines Task Force** which is developing and will publish coupon guidelines
- **Membership Committee** actively recruits new members and play a key role in recommending and / or developing new programs or services to attract members.
- **Digital Coupon and Redemption Task Force** which is developing primers, guidelines and best practices in this emerging area of couponing.
- **Market Research Task Force** develops unique consumer coupon insight from research data.
- **Printer Task Force** develops best practices for printer security and accuracy

ACP provides other valuable member services, too.

In addition to the work accomplished by our committees, ACP is continually seeking useful, cost-effective member services and programs, including:

- **ACP Coupon Exchange E-zine Newsletter** - Stay up-to-date through ACP's electronic newsletter, which highlights association news, emerging technology, and industry statistics.
- **Educational Conferences** - Pick up the best strategies and techniques, current research results and late-breaking news on coupon-related trends as you network with other retailers, processors, and manufacturers in the industry. Case histories on targeting, electronic promotions and more; overviews of consumer trends and comprehensive reports on coupon usage are among the many sessions offered. ACP members enjoy substantial discounts on registration.
- **Referral Service** - ACP refers all incoming requests for coupon industry products and services to ACP members.

Who can join ACP?

Membership is available in the following categories:

Category I -- Members in this category include:

1. Companies that process coupons:
 - commercial retail clearinghouse
 - commercial sorting agent
 - commercial manufacturer redemption agent
 - manufacturers that processes coupons in-house
2. Manufactures distributing coupons that use commercial processors. .

Category II -- Other Solution providers, companies, organizations or individuals involved in the industry that support the association.

Category III -- Retailers that use commercial processors or ship their coupons direct, state associations, or wholesalers with coupon programs.

How do I join?

After you receive your company's approval to pursue membership in ACP, simply fill out the application form and submit it with your dues payment to ACP headquarters. The board will review your application to ensure that your company fits one of the categories of membership and meets the standards of the ACP Code of Ethics.

ACP is an active, assertive, results-oriented organization dedicated to creating positive change within the industry. Join us!

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Application for Membership *(Please print or type)*

Company _____

Designated Representative _____ Title _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Parent Company _____ E-mail address: _____

Please describe your business: _____

Please explain how your company is involved in couponing:

Membership Categories *(please check one)*

- Category I \$3,200
- Category II \$2,200
- Category III \$1,700

Membership Includes 1 free registration to the Annual Industry Coupon Conference, up to a \$1,495 value.

Please submit your payment with your application using check or credit card.

Payment Type: _____

Credit Card: MasterCard VISA American Express

Credit Card #: _____ Expiration Date: _____

Name on Credit Card: _____

We agree that ACP may investigate our company's qualifications for membership, as stated in ACP bylaws, and we hereby waive all claims, of whatever kind, that the company has or may have against ACP, or its officers, directors, members or agents, because of that investigation. We understand that the ACP Board of Directors will elect and assign all applicants to appropriate categories of membership, and that a vote of two-thirds of the directors shall be required for election to membership, and that membership may be renewed from year to year by companies paying appropriate dues and re-executing this membership application.

We agree to abide by the ACP Code of Ethics, if elected to membership, and we understand that membership in the organization will remain contingent on our company's adherence to the Code of Ethics, as well as payment of applicable dues. In addition, we are familiar with the following ACP documents and agree to adhere to them as they may become applicable to our company during its membership in ACP.

Signature _____ Title _____ Date _____