



The Association of Coupon Professionals (ACP) is an action-oriented organization made up of Consumer Products Manufacturers (CPGs), retailers, processors and a variety of solution providers dedicated to creating positive change within the coupon industry

## MEMBERSHIP BENEFITS

### ACCESS

- Maintain an effective coupon policy and minimize risk with the ability to participate in development of best practices through ACP committees and task forces and access to industry leading coupon guidelines
- Stay abreast of current industry issues and opportunities and its impact on your coupon programs and stores via coupon training and educational webinars
- Be early on innovation and adoption with access to new trends and emerging technologies in a rapidly evolving industry

### EXPERTISE

- Enhance coupon knowledge with access to the member-only ACP Coupon Industry Resource Library (CIRL) on the ACP website: [couponpros.org](http://couponpros.org)
  - Library catalogues voluntary guidelines, best practices, white papers, webinars and conference content
  - Webinars offered 4-5 times per year. Examples of past webinars: GS1 Databar Practical Guide, How to Coupon, Family Codes for Retailers

### EXPOSURE

- Admission to the annual Industry Coupon Conference (one free registration included with membership):
  - Leverage best practices and insights from leading industry professionals
  - Engage with manufacturers and retailers to discuss areas of opportunity and mutual interests
  - Develop relationships with industry leaders to reduce coupon conflicts and address issues more effectively
  - Key topics for 2019: Best practices, emerging trends, e-commerce, Universal Digital Coupons and consumer insights

**Mission:** The ACP provides manufacturers and retailers with education and valued insights to effectively execute coupon promotions from development through settlement. This is accomplished by providing resources to industry professionals on coupon guidelines, new trends, emerging technologies and best practices including forums for coupon education.



## COMMITTEES AND TASK FORCES

The ACP works to solve important industry issues through a variety of action-oriented committees and task forces:

**Coupon Best Practices Committee:** Develops and publishes coupon guidelines and best practices in collaboration with Grocery Manufacturers Association, the Food Marketing Institute and the Joint Industry Coupon Committee

**GS1 Databar Task Force:** Ongoing support to improve the implementation of the GS1 DataBar format

**Digital Coupon Task Force:** Develops primers, redemption guidelines and best practices in this emerging area of couponing

**Coupon Conference Planning Committee:** Develops the agenda and presents the Annual Industry Coupon Conference in collaboration with GMA, FMI, JICC, CIC, BAA

**Education & Training Committee:** Develops content and presents webinars, Educational training sessions, and contributes to the agenda of the annual Coupon Industry conference

**Printer Task Force:** Develops best practices for printing security, and accuracy

**Canadian Task Force:** Addresses coupon issues unique to Canada

**Market Research Task Force:** Develops unique consumer coupon insight from research data, and aids standardization of terminology

**Health & Wellness Task Force:** Develops reports and guides addressing issues specific to health and wellness, and the natural products channel.

**Awards Committee:** Develops criteria, solicits nominations, and determines Industry Impact, Lifetime Achievement and Special Recognition awards.

**Membership Committee:** Recruits new members and plays a key role in recommending and/or developing new programs or services to attract members

### Guidelines and best practices developed by ACP Committees and Task Forces that are available for members to download:

- Canadian Print at Home Coupon Guidelines
- Coupon Design
- Coupon History
- Creative & Printers Guideline
- Print at Home Coupons Voluntary Guide
- Digital Distribution Methods Report
- Family Codes with GS1 DataBar examples
- Glossary for Coupon Industry
- GS1 Databar Practical Guide
- Healthcare Distributed Coupons Guide
- How to Coupon
- How to Coupon, Canada
- How to Coupon, Natural Products
- How to Coupon, Natural Products
- Lost in transit
- Reason Codes
- Self-CheckoutF

**Members are encouraged to participate in Committees and Task Forces!**



# ASSOCIATION OF COUPON PROFESSIONALS

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

Phone 610-789-1478 | Fax 610-789-5309 | E-mail infoacp@couponpros.org

Simply fill out the application form and submit it with your dues payment to the ACP. The Board of Directors 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](#).

## 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 and explain how your company is involved in couponing:** \_\_\_\_\_

## Membership Categories *(please check the category that applies to your business)*

- |                                                                                                 |         |
|-------------------------------------------------------------------------------------------------|---------|
| <input type="checkbox"/> Category I Companies that process coupons                              | \$3,300 |
| <input type="checkbox"/> Category II Manufacturers distributing coupons                         | \$3,300 |
| <input type="checkbox"/> Category III Retailers, State Associations, Wholesalers                | \$1,800 |
| <input type="checkbox"/> Category IV Solution providers who support Retailers and manufacturers | \$2,400 |

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

**If you are a Category IV applicant, please describe how your business supports retailers and/or manufacturers:** \_\_\_\_\_

**Please submit your payment with your application using check or credit card, or ask for an invoice.**

**Payment Type:** \_\_\_\_\_

**Credit Card:**  MasterCard  VISA  Discover  American Express

**Credit Card #:** \_\_\_\_\_ **Expiration Date:** \_\_\_\_\_

**Name on Credit Card:** \_\_\_\_\_ **CSC:** \_\_\_\_\_

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.

Signature \_\_\_\_\_

Date \_\_\_\_\_