



NEWS RELEASE
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**Annual Industry Coupon Conference titled
“Coupons: Opportunities & Options,” for 2011 takes place
April 12 to 14 at Westin Buckhead in Atlanta, Georgia**

***This year’s industry conference will feature the latest trends, research
and developments in traditional, digital and Internet-based coupons***

DREXEL HILL, PA – FEBRUARY 9, 2011 – The annual Industry Coupon Conference titled “Coupons: Opportunities & Options,” for 2011 will take place on April 12 to 14 at Westin Buckhead in Atlanta, Georgia.

The conference is presented by the Association of Coupon Professionals (ACP) in collaboration with the Food Marketing Institute (FMI), Grocery Manufacturers of America (GMA), GS1 US, CIC and the Promotion Marketing Association (PMA). This will be the only conference dedicated exclusively to coupons in 2011.

This conference is the “must attend” event where industry leaders converge to learn and discuss the latest trends, research and developments in traditional, digital and Internet-based coupons.

The Conference Planning Task Force, led by co-chairs Matthew Tilley of Inmar, Inc., and Andy Rumpelt of Kantar Media, are finalizing agenda details which will include numerous “opportunities & options” such as:

- Keynote **Doug Rogers** a former **Wyeth President** who will be discussing building winning organizations with “nice guy” principles and delving into human behavior and how it impacts social communities and potential opportunities for couponing
- **Jason Rogers** from the multiple award-winning agency **Catapult** will draw from the latest joint research with Google, Forrester and others to document trends then demonstrate how leading brands are adapting their **shopper marketing, social media and digital coupon programs** to reach the evolving consumer successfully

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- **Consumer panel** - hear it live from the source! In this **live consumer panel** they'll engage some “All You” consumer members in a discussion about their coupon use- how they get them, where they use them and their likes & dislikes regarding coupons.
- **Laird Garner** will be back to discuss **Emerging Technology**. The implementation of technology is happening so fast this presentation will be not be finalized until minutes before Laird takes the stage. Among the topics: mobile commerce, social media and the latest Pads, Slates, 4G and Clouds.
- **Retailer Panel** – back by popular demand- John Morgan of ACP will again moderate a panel of leading retailers to discuss the “issues of the day” from a retailers perspective
- **The Last Mile for GS1 Databar** – There will be a GS1 Databar update general session and a Q&A track session to get questions answered on the GS1 Databar implementation
- **Therese Mulvey of Valassis** will be discussing: **“Integrated Media – Adjusting to Changes in Consumer Buying Habits”**
- **Plus...** more unique research, the latest trends and innovation that can't be gotten anywhere else but the Industry Coupon Conference

Back again at this year's conference will be an afternoon of track sessions where attendees can choose from presentations tailored to specific interests including Digital Coupons, Redemption Trends, GS1Databar Q&A with Industry Experts and Counterfeit Coupons.

For more information, contact John Morgan at 610-789-1478, John.Morgan@acp-hq.org, or visit www.couponpros.org.

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