



NEWS RELEASE
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**The Association of Coupon Professionals Marks Record Attendance for
“Jazzed About Coupons: New Platforms, New Directions, New Orleans”
Annual Industry Coupon Conference**

***Recent Event the Only National Conference in 2013 Dedicated Exclusively to
Coupons; Keynote Delivered by Phil Lempert, the “Supermarket Guru”***

DREXEL HILL, PA – After a successful year celebrating its 25th Anniversary, the **Association of Coupon Professionals (ACP)** recently presented its annual Industry Coupon Conference, “**Jazzed About Coupons: New Platforms, New Directions, New Orleans**”. The event marked for ACP not only record participation, but many first-time attendees.

The Annual Industry Coupon Conference brings together national and international representatives from retailers, manufacturers, coupon processors and solution providers that support manufacturers or retailers. As the only national conference dedicated exclusively to coupons in 2013, it highlighted throughout its programs the current industry landscape and future trends as well as changing consumer shopping habits and the impact of social networks.

“This year featured longtime industry veterans and many new faces in the coupon world, all discussing the relevant opportunities and challenges,” said **ACP Executive Director John Morgan**. “The energy and expertise was remarkable and clearly demonstrated the strength and viability of coupons.”

The conference was developed under the leadership of the Association of Coupon Professionals in collaboration with the Food Marketing Institute, the Grocery Manufacturers of America, GS1 US, Coupon Information Center and the Promotion Marketing Association.

As the keynote presenter, **Phil Lempert**, the “Supermarket Guru”, shared his expert analysis of consumer behavior, marketing trends and the retail landscape. He is a widely known industry specialist from The Lempert Report, Supermarket News, as well as extensive media and television appearances including the Today Show and The

View. In addition to the keynote address, Lempert moderated a consumer panel - "hear it from the source!" In this live event, consumer readers from "All You" magazine discussed their coupon usage and shopping habits.

As is conference tradition, spotlight awards were presented. **Bud Miller** of the Coupon Information Corporation was awarded the Lifetime Achievement Award. **Stanley Wadford** from Winn Dixie received the Industry Impact Award.

The Conference Planning Task Force was led by co-chairs **Pam Samaniego**, Catalina Marketing and **Ross Ely**, Prologic Redemption.

Sponsors included: **Platinum:** CATALINA; **Gold:** HP, Revtrax, Zavers by Google; **Silver:** Coupons Inc., Cunningham Electronics, Document Security Systems, Inmar, K12 Coupons, Pinpoint Data, Prologic Redemption; **Bronze:** Universal Marketing; **Events:** Intelligent Clearing Network, Brand Technology, Mandlik & Rhodes, SEA.

The ever-changing coupon industry is evolving with new technologies, and shifting consumer behavior in an unpredictable economy. There was much to see, hear, and learn at the Industry Coupon Conference. Highlights included:

- **Barbara Reilly and Frank Kroger**, Valassis, who contributed research regarding retailer media consumption and shifts in consumer coupon usage.
- **Mark Heckman**, coupon industry consultant, discussed the "Digital Disconnect" and assessed where digital is right now and where it needs to go to adapt to smart phone carrying consumers who want access to information and offers digitally.
- Heckman also moderated a Digital Coupon Panel that explored the successes, opportunities and challenges of this emerging coupon vehicle. This expert panel of digital coupon leaders included: **Brian Brinkley**, Zavers by Google; **Cheryl Black**, You Technologies; **John Caron**, CATALINA; **Bill Catania**, Inmar; **Henri Lellouche**, News America.
- **Marisa Peacock**, CMS Wire, discussed improving the mobile coupon shopping experience from a consumer perspective.
- **Dawn Shirley**, dunnhumbyUSA demonstrated through use cases how to optimize coupon engagement and redemption across channels to drive incremental value for the business over time.
- **Dan Kersten**, Kimberly Clark and **Jonathan Trieber**, Revtrax, presented valuable insight highlighting brand usage of data and analytics to personalize consumer communication, and as a result, improve marketing ROI.
- Back again were the afternoon of **track sessions** where attendees chose from presentations tailored to their specific interests including: Digital Coupons, Redemption trends, Counterfeit Coupons, and Coupon Guidelines updates.

About the Association of Coupon Professionals

The Association of Coupon Professionals is an industry trade organization whose over 60 manufacturer, retailer and solution provider members, create a forum that fosters expertise, education, and leadership to enrich the development, distribution, and redemption of coupons, ensuring they remain a viable sales and marketing tool.

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

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