



NEWS RELEASE

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As Coupons Continue to Build Business in the Current Economy, and Participation at the Association of Coupon Professionals (ACP) Events Reaches Record Levels, the ACP Announces Educational Seminars and 2013 Industry Conference

“Coupon 101/102” Regional Seminars in the Chicago and Washington, DC Areas Will Showcase How to Market Your Products Using Coupons

Drexel Hill, Pa. – August 6, 2012 – With over 76 billion coupons already distributed in 2012, and long-term industry redemption growth over the last five years (source: Inmar), the ACP continues to celebrate its 25th Anniversary as a leading association by announcing its upcoming educational seminars and annual conference.

Coupon 101/102 seminar dates and locations are:

- October 10, 2012, Crowne Plaza, Rosemont, Illinois (Chicago)
- March 19, 2013, Alexandria, Virginia (Washington, DC), in conjunction with the Coupon Information Corporation (CIC) Summit

Attendance at these events, including the Industry Coupon Conference, has reached 25-year record levels as manufacturers and retailers continue to use coupons to build sales and increase brand loyalty. Taught by leaders in the field, these seminars can help attendees plan a marketing campaign with coupons which maximizes their return on investment.

Seminar participants learn how to market their business with time-tested tools, can refresh their knowledge of coupons or bring themselves up-to-speed on new technologies. Digital, Internet Print-at-Home and traditional paper coupons are discussed. Technologies like Mobile and Click-to-Card (frequent shopper card) coupons are also explored.

“The interest in coupons continues to grow, driven by today’s marketplace and consumer demand for incentives. Record attendance at our recent conference and coupon workshops clearly demonstrates the thirst for learning more about coupons,” stated by Val Stark, Director of ACP’s Education Committee. “Our educational seminars are led by industry coupon experts, who have enormous passion to share their knowledge.”

“There is much to learn about the coupon marketplace as new technologies infuse our industry, such as mobile and digital coupons, GS1 Databar, and the new UPC coding system,” adds Stark. “Marketing and Retail customers continue to expand their use of couponing strategies to support high consumer desire and drive incremental sales. The ACP offers the perfect opportunity to stay informed about this viable marketing tool.”

The lively, interactive sessions review all aspects of the couponing industry. Seminar topics include: Effective Coupon Strategies, Coupon Distribution Types, Coupon Design, Family Code Management, Redemption Cycle, Misredemption, Managing Risk and other areas. Attendees follow the path of a coupon from the time it is issued through redemption, financial settlement and reporting with a detailed view of all the functions in the process. Updates to the transition to the GS1 Databar are also included.

As sessions fill quickly and attendance is limited, potential participants should contact the ACP without delay. A limited number of hotel rooms have been set aside for attendees who are not able to fly in and out the same day.

The annual ACP Industry Coupon Conference will be taking place April 23-25, 2013 in New Orleans, Louisiana. ACP members benefit from preferred rates to ACP Events.

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 and membership inquiries visit www.couponpros.org, or contact John Morgan, Executive Director, at 610-789-9993 or John.Morgan@acp-hq.org.

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