



NEWS RELEASE
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**“Jazzed About Coupons: New Platforms, New Directions, New Orleans”
Annual Industry Coupon Conference set for April 23-25
in New Orleans, Louisiana**

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

DREXEL HILL, PA – After a successful year celebrating its 25th Anniversary, the **Association of Coupon Professionals (ACP)** will present its annual Industry Coupon Conference, **“Jazzed About Coupons: New Platforms, New Directions, New Orleans”** on April 23-25, 2013 in New Orleans, Louisiana.

This will be the only national conference dedicated exclusively to coupons in 2013, and will discuss the current industry landscape and future trends as well as changing consumer shopping habits and the impact of social networks.

The conference is being 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”, will bring 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 will also moderate a consumer panel - “hear it from the source!” In this live event, consumer readers from "All You" magazine will discuss their coupon usage and shopping habits.

The Conference Planning Task Force, led by co-chairs **Pam Samaniego**, Catalina Marketing and **Ross Ely**, Prologic Redemption, is finalizing details for all the proceedings, which will be held at the Loews Hotel in downtown New Orleans.

(more)

2013 Annual Industry Coupon Conference, p. 2

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

- **Barbara Reilly**, Valassis, who will contribute research regarding retailer media consumption and shifts in consumer coupon usage.
- **Mark Heckman**, a consultant with expertise in Digital Technology & Content, Customer Loyalty programs and retail marketing, will discuss the “Digital Disconnect” and assess 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. He will also moderate a Digital Coupon Panel that will explore the successes, opportunities and challenges of this emerging coupon vehicle.
- **dunnhumbyUSA** will demonstrate through use cases how to optimize coupon engagement and redemption across channels to drive incremental value for the business over time.
- Interesting **case studies**, demonstrating innovation and success in various coupon vehicles.
- Back again will be an afternoon of **track sessions** where attendees can choose from presentations tailored to their specific interests including: Digital Coupons, Redemption trends, Counterfeit Coupons, and Coupon Guidelines updates.
- And **more** unique research, case studies, the latest trends, and innovation that can't be found anywhere else but the Industry Coupon Conference.

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 about the conference, contact **John Morgan**, ACP Executive Director, at 610-789-1478, John.Morgan@acp-hq.org, or visit www.couponpros.org.

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