



The **Association of Coupon Professionals** (“ACP”) is a trade organization whose members are consumer products manufacturers (CPG); independent and chain retailers; retailer clearinghouses; manufacturer redemption agents; paper and digital coupon distribution companies; advertising/promotion agencies; printers and other organizations that directly support the couponing industry.

Mission Statement: The Association of Coupon Professionals 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.

Membership includes:

- Coupon Training and Educational Seminars (including digital and print coupon vehicles)
- Industry leading Coupon Guidelines (see attached for complete listing)
- Annual Industry Coupon Conference (one free registration with membership)
- Dedicated resource through our website: www.couponpros.org
- Best practices from leading industry professionals
- New trends in a rapidly evolving industry
- New and emerging technologies

The Association of Coupon Professionals is a dynamic group of Consumer Products Manufacturers, retailers, and processors and a variety of solution providers collectively pursuing the mission and goals of the ACP

What’s in it for you?

ACP provides valuable member services:

- ***Annual Industry Coupon Conference:*** Presented by the ACP in collaboration with FMI, GMA, JICC, and CIC focuses on relevant coupon topics, best practices, and emerging trends. Key topics include traditional distribution methods, Internet print at home coupons, Digital coupons, and consumer insight. The format is research presentations, case studies, panels, and keynote speakers in an interactive format as you build relationships with fellow industry leading retailers, manufacturers, processors, and solution providers.

ACP provides valuable member services:

- ***Coupon 101\102*** Workshop - the must attend seminar for people new to the coupon industry reviews and discusses all aspects of the coupon industry.
- ***ACP Redeeming Notes Newsletter*** - Stay up-to-date through ACP's newsletter, which highlights association news, emerging technology, and the latest trends.
- ***Referral Service*** - ACP refers all incoming requests for coupon industry products and services to ACP members.
- ACP's Prestigious Awards
 - Industry Impact Award: Honoring industry leaders who have made a significant contribution to the Association of Coupon Professionals within the last year.
 - Lifetime Achievement Award: Honoring industry leaders who have made a significant contribution to the couponing industry.

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

Committees and Task Forces

Coupon Guidelines Task Force: 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 and Redemption 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 Committee: develops content and presents the Coupon 101\102 Workshop, the must attend seminar for people new to the coupon industry, and contributes to the agenda of the annual Coupon Industry conference

Internet Couponing Task Force: Develops guidelines, supports the benefits of, and identifies issues associated with this dynamic coupon vehicle.

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

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 download:

- Internet Coupon Guidelines, and Retail poster “Cashier tips to assist in recognizing legitimate Internet coupons”
- Digital Coupon Guidelines
- Family Codes Guide
- Coupon History documentation
- Coupon Design and ‘how to” guide
- Creation of a unique reason code for Counterfeit Coupons
- Modify and update of manufacturer payment/reason codes
- Industry Glossary

Members and Interested Parties are encouraged to participate in Committees and Task Forces!

Who can join ACP?

Membership is available in the following categories:

Category I -- Companies that process coupons:

- Commercial retail clearinghouse, and/or sorting agent
- Commercial manufacturer redemption agent
- Consumer Products Manufacturers (CPG) that processes coupons in-house

Category II -- Manufacturers distributing coupons that use commercial processors.

Category III -- Retailers that use commercial processors, state associations, or wholesalers.

Category IV -- Other Solution providers, companies, organizations or individuals involved in the industry that support retailers and manufacturers.

How do I join?

Simply fill out the application form and submit it with your dues payment to ACP headquarters. The board 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 (available at www.couponpros.org)

ACP is an action oriented organization dedicated to creating positive change within the industry. Become a member now – join this valuable organization.

ASSOCIATION OF COUPON PROFESSIONALS

1051 Pontiac Road, PO Box 512 Drexel Hill, Pa 19026
610-789-1478 Phone ` 610-789-5309 Fax
E-mail: john.morgan@acp-hq.org

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 | \$3,200 |
| <input type="checkbox"/> Category II Manufacturers distributing coupons | \$3,200 |
| <input type="checkbox"/> Category III Retailers, State Associations, Wholesalers | \$1,700 |
| <input type="checkbox"/> Category IV Solution providers who support Retailers and manufacturers | \$2,200 |

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 _____