



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)
- Ability to participate in and have access to Industry leading Coupon Guidelines
- Annual Industry Coupon Conference (one free registration with membership)
- Access to the Coupon Industry Resource Library (CIRL) in the member, password protected, area of the ACP website: www.couponpros.org
- Best practices from leading industry professionals
- New trends, and emerging technologies in a rapidly evolving industry

The Association of Coupon Professionals is a dynamic group of Consumer Products Manufacturers, Retailers, 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, Print at Home coupons, Digital Paperless coupons, and Consumer Insights. The format is research presentations, case studies, consumer panels, and keynote speakers in an interactive format. Opportunity to develop relationships with fellow industry leading retailers, manufacturers, processors, and solution providers.
- Dedicated resources in the member only area of website: www.couponpros.org includes:
 - Access to the Coupon Industry Resource Library (CIRL) in the member, password protected, area of the ACP website: www.couponpros.org
 - The library catalogues the vast amount of ACP resources by topic. It combines conference content, webinars, voluntary guidelines, best practices, and white papers.

ACP provides valuable member services:

- Recorded Webinars
 - GS1 Databar Practical Guide
 - How to Coupon
 - Family Codes for Manufacturers
 - Family Codes for Retailers
 - The New Paperless Coupon Standard & Process
 - Plans for four-five Webinars p/year, recorded and available to members' area
- Three years of Conference Presentations
- Recorded Conference Presentations
- Access to all the latest ACP and JICC voluntary guidelines

ACP provides valuable member services:

- **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 Best Practices Committee: 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 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 & Training Committee: develops content and presents Webinars, Educational training sessions, and contributes to the agenda of the annual Coupon Industry conference

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

Health & Wellness Task Force – develops reports and guides addressing issues specific to health and wellness, and the natural products channel.

Committees and Task Forces

Awards Committee – develops criteria, solicits nominations, and determines Industry Impact, Lifetime Achievement and Special Recognition awards.

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:

- Canadian Print at Home Coupon Guidelines
- Coupon Design
- Coupon History
- Creative & Printers Guideline
- Digital Coupon Introduction
- Digital Distribution Methods Report
- Family Codes
- Glossary for Coupon Industry
- GS1 Databar Practical Guide
- Healthcare Distributed Coupons Guide
- How to Coupon
- How to Coupon, Natural Products
- Print at Home Coupons Voluntary Guide
- Lost in transit
- Reason Codes
- Self-Checkout

Members 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@couponpros.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 _____