



Association of Coupon Professionals Unveils New Name: Association for Coupons & Promotions

New name reflects growing portfolio of expertise for the leading industry trade association

Drexel Hill, PA, Sept. 14, 2023 - The Association of Coupon Professionals (ACP) today announced it has changed its name to Association for Coupons & Promotions to better reflect its newly expanded core competencies.

Long known for its focus on traditional paper, load to card programs, and universal coupons – both digital and paper – ACP is now providing this same level of promotional governance to other promotional solution types including, point-of-sale (POS) receipt and rewards programs, payment card programs, digital and paper rebate programs and more.

The ACP has long served as a leading coupon redemption industry trade association. Our focus has been to lead, educate and enable coupon industry best practices for manufacturers, retailers and service providers.

Over the years, the ACP has worked to assure the continuance of coupons as a viable sales and marketing tool and to provide for the resolution of common industry concerns in the development, redemption and distribution of coupons.

“The ACP is proud to create the only forum where manufacturers, retailers and solution providers all come together with the common goal of optimizing promotions to drive product sales and create a more efficient and effective experience for manufacturers, retailers and consumers,” said ACP President Mary Aghassi of The Clorox Company.

The **Association for Coupons & Promotions** will share more information about their plans and how it will continue to utilize the combined expertise of our retailer, manufacturer and promotion service provider members to help brands and retailers optimize their promotional programs at the upcoming Industry Coupon Conference which will be held in Chicago October 10 – 11, 2023.

To learn more about the ACP and our upcoming industry conference go to:

- CouponConference.org
- CouponPros.org
- Contact John Morgan, ACP Executive Director, at john.morgan@couponpros.org or 610-789-9993