

Association of Coupon Professionals

1051 Pontiac Road PO Box 512 • Drexel Hill, PA 19026 • Phone (610) 789-1478 • Fax (610) 789-5309

Dear Industry Partner:

Save the dates April 27-29, 2010 for the Annual Industry Coupon Conference.

The Conference Planning Task Force lead by co-chairs Ann Keeler of Integer, and Earl Ellsworth of Universal Marketing are finalizing details for the 2010 conference to be held at the Venetian in Las Vegas, NV.

The theme is “The Buzz around Coupons”

There is a lot of “buzz” in the coupon industry and the place to get the latest buzz is the Industry Coupon Conference including :

- Each attendee will receive the book “How You Do What You Do” by Bob Livingston, and Bob will share with you how to differentiate yourself through service excellence.
- Laird Garner, diji - Digital Incentives Journal International, will analyze the “Mobile Internet Revolution” and how mobile internet and digital coupons and incentives will impact the industry in a look at the latest technologies and paradigms shaping the future
- A Retailer panel will discuss industry issues and opportunities from a retailer’s perspective
- Stop n Shop Executive Steven Vowles will demonstrate successes in their loyalty program with targeted digital coupon offers on personal scanners
- Couponsurfer.com president Adam Schwartz shares consumer insight from the 1.6 million registered users of this coupon aggregation website
- Valassis’s Tom Murray will be back with consumer insight and trends on the largest coupon distribution vehicle, FSI’s
- ...and more unique research, latest trends, and innovation that ‘s all the buzz in the coupon industry

Back again will be an afternoon of track sessions where you can choose from presentations tailored to your specific interests.

The conference was developed under the leadership of the Association of Coupon Professionals in collaboration with the Food Marketing Institute, the Grocery Manufacturers of America, GSI US, and the Promotion Marketing Association.

This will be the only conference dedicated exclusively to coupons in 2010.

You can become associated with this great event through sponsorship. It’s an opportunity to show your company’s commitment to the coupon industry and to the success of the conference while networking with industry leaders and decision makers. It’s also an opportunity to demonstrate your product or service with a tabletop display in our exhibit area. Past attendees have included top CPG marketing and promotion executives, retailers, advertising and promotional agency partners, consultants and industry service providers. There’s no better place to make an impression on all the key industry decision-makers.

There are a number of sponsorship packages to fit your budget. Your company will be recognized publicly in the general sessions, in conference materials, with signage, and on the ACP website.

The exhibit hall will be bustling with attendees. The hall is adjacent to the general session ballroom and will be the venue for 2 nightly receptions, breakfasts, and breaks. There will also be a contest to draw attendees to the exhibits and a special program to attract retailers to the conference. You can also sponsor specific breaks, lunches, the reception or dinner for more unique recognition.

There are 4 levels of sponsorship available to market your company to these key industry decision makers as well as the ability to sponsor unique events.

Please review the attached brochure for further details and fill out the form. Platinum sponsorship and the exhibit halls are limited and will be awarded on a first come first serve basis.

Thanks for your consideration and support

Sincerely,

John Morgan
Executive Director, Association of Coupon Professionals

Annual Industry Coupon Conference
April 27-29, 2010
The Venetian & Palazzo
Las Vegas, NV

Sponsorship Opportunities

PLATINUM SPONSOR -- \$10,000

Limit Two!

Includes 3 FREE Conference Registrations

Exclusive Appreciation banner with your logo in the general session room
FREE tabletop exhibit space (optional)
Commemorative plaque recognizing your commitment to the industry
ALL benefits of the partner sponsor benefits package (next page)

GOLD SPONSOR -- \$7,500

Includes 2 FREE Conference Registrations

Appreciation banner with your logo in the general session room
FREE tabletop exhibit space (optional)
ALL benefits of the partner sponsor benefits package (next page)

SILVER SPONSOR -- \$3,500

Includes 1 FREE Conference Registration

FREE tabletop exhibit space (optional)
ALL benefits of the partner sponsor benefits package (next page)

BRONZE SPONSOR -- \$1,625

FREE tabletop exhibit space (optional)
ALL benefits of the partner sponsor benefits package (next page)

Conference Event Sponsorship

- Lunch (2 available) \$4,500
- Reception (2 available) \$3,000
- Deluxe Continental Breakfast (2 available) \$2,500
- Afternoon Break \$2,000
- Morning Breaks (2 available) \$ 750
- Conference Bags \$ 750
- On-site Distribution of Letters \ Small Packages TBD

Annual Industry Coupon Conference
April 27-29, 2010
The Venetian
Las Vegas, NV

Partner Sponsor Benefits Package

Provided to all Platinum, Gold, Silver and Bronze and Conference Activity Level Sponsors:

- Your company name appears on the conference web site, e-mails and all promotional literature distributed to more than a thousand industry professionals
- A link from the conference web site to your companies site, if requested
- A company profile page with your logo, contact information and company / product description included in the conference binder provided to all attendees as registration
- Company name on signs and banners prominently displayed near the conference registration area and general session rooms
- Live recognition during the general session of the conference
- Sponsor identification ribbons on all your staff's conference badges

Other Support or Gift Donations

Are there other ways your company can contribute to the success of this conference? Participants always appreciate winning special prizes or receiving gifts and conference mementos. Please consider the unique and fun ways your company can support the ACP through donations or gifts-in-kind.

To Participate in Sponsorship Opportunities . . .

Please fill out and return the Sponsorship Commitment Notice ASAP:

Via FAX: 1 (610) 789-5309

or

Association of Coupon Professionals

1051 Pontiac Road PO Box 512, Drexel Hill, PA 19026

or

john.morgan@acp-hq.org

For more information, call 1(610) 789-9993

Annual Industry Coupon Conference
April 27-29, 2010
The Venetian
Las Vegas, NV

Sponsorship Commitment

- Platinum \$10,000
- Gold \$ 7,500
- Silver \$ 3,500
- Bronze \$ 1,625

Conference Event Sponsorship

- Lunch (2 available) \$ 4,500
- Reception (2 available) \$ 3,000
- Deluxe Continental Breakfast (2 available) \$ 2,500
- Afternoon Breaks \$ 2,000
- Morning Breaks (2 available) \$ 750
- Conference Bags \$ 750

To participate as a sponsor, use the menu above as a guide and indicate your level of support you find suitable. Fill out the form below **exactly** how you want your sponsorship acknowledged.

Please fax or mail your sponsorship commitment and payment to ACP. Payment can be made via credit card or check. Please indicate your payment information below.

I will be paying by credit card: (MasterCard, Visa and Amex are accepted.)

Credit Card: _____ Credit Card Number: _____.

Expiration Date: _____ Name on Account: _____.

Signature: _____.

I am paying by check. Please find my check enclosed.

Please fill in the information below exactly as you would like your sponsorship listed.

Sponsoring Company _____

Contact Name _____

Title _____

Address _____

City _____ **State** _____ **Zip** _____

Phone Number _____ **Fax Number** _____

Email: address: _____

Please return this form with your sponsorship form to:

ASSOCIATION OF COUPON PROFESSIONALS

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