



**Association of Coupon Professionals**

*ACP is your business partner, working to:*

- *Improve coupon industry business conditions,*
- *Assure the continuance of coupons as a viable sales and marketing tool,*
- *Provide for the resolution of common industry concerns in the development, distribution and redemption of coupons, and*
- *Educate and promote the industry through conferences, seminars and workshops.*

The Association of Coupon Professionals is a dynamic group of manufacturers, retailers and processors who work together to foster vitality in the coupon industry.

Read on to find out how – and what's in it for you.

# ASSOCIATION OF COUPON PROFESSIONALS

200 E. Howard St., Ste. 280 Des Plaines, IL 60018  
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***ACP works to solve critical industry issues through a variety of results-oriented committees.***

ACP committees:

- Develop Coupon Guidelines
- Work with the Joint Industry Re-engineering task force to implement the RSS coupon bar code
- Provide Coupon 101\102 the must attend seminar for new people to the coupon industry
- Manage the Annual Industry Coupon Conference
- Develop best practices to deal with coupon adjustments, chargebacks and deductions,
- Develop best practices guidelines for Hard to Handle Coupons
- Developed an update of manufacturer payment/reason codes
- Wrote and published an In-ad Coupon Guidelines booklet
- Gave extensive input on the Industry Electronic Clearing Guidelines
- Developed the "Guide to Internet Coupons."

## **ACP's Prestigious Awards Programs**

- ***Industry Impact Award*** honoring industry leaders who have made a significant contribution to the Association of Coupon Professionals within the last year.
- ***William B. Cargill Award*** honoring industry leaders who have made a significant contribution to the couponing industry.

## **Active Committees**

- **Education Committee** provides Coupon 101\102, the must attend seminar for new people to the coupon industry, and contributes to the agenda of the annual Coupon Industry conference
- **Coupon System Re-engineering Task Force** is working with Joint Industry Re-engineering task force to implement the new RSS coupon bar code
- **Hard to handle Committee** is developing new hard to handle best practices guidelines
- **Coupon Deduction Task Force**, which is developing best practices to deal with coupon adjustments, chargebacks and deductions.
- **Internet Couponing task force** is identifying and reporting the benefits and issues associated with this dynamic coupon vehicle.
- **Industry Coupon Conference Committee** which develops the content for the annual industry coupon conference
- **Coupon Guidelines Task Force** which is developing and will publish coupon guidelines
- **Membership Committee** actively recruits new members and play a key role in recommending and / or developing new programs or services to attract members.

## ***ACP provides other valuable member services, too.***

In addition to the work accomplished by our committees, ACP is continually seeking useful, cost-effective member services and programs, including:

- ***ACP Coupon Exchange E-zine Newsletter*** - Stay up-to-date through ACP's electronic newsletter, which highlights association news, emerging technology, and industry statistics.
- ***Educational Conferences*** - Pick up the best strategies and techniques, current research results and late-breaking news on coupon-related trends as you network with other retailers, processors, and manufacturers in the industry. Case histories on targeting, electronic promotions and more; overviews of consumer trends and comprehensive reports on coupon usage are among the many sessions offered. ACP members enjoy substantial discounts on registration.
- ***Website Postings*** - ACP offers members the opportunity to post job openings and press releases on the ACP website.
- ***Referral Service*** - ACP refers all incoming requests for coupon industry products and services to ACP members.

## ***Who can join ACP?***

Membership is available in the following categories:

**Category I** -- Members in this category include:

1. Companies that process coupons:
  - commercial retail clearinghouse
  - commercial sorting agent
  - commercial manufacturer redemption agent
  - manufacturers that processes coupons in-house
2. Manufactures distributing coupons that use commercial processors. .

**Category II** -- Other companies, organizations or individuals involved in the industry that support the association.

**Category III** -- Retailers that use commercial processors or ship their coupons direct, state associations, or wholesalers with coupon programs.

## ***How do I join?***

After you receive your company's approval to pursue membership in ACP, 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.

**ACP is an active, assertive, results-oriented organization dedicated to creating positive change within the industry. Join us!**

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## 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:** \_\_\_\_\_

**Please explain how your company is involved in couponing:**

### **Membership Categories** *(please check one)*

- Category I                      \$3,200
- Category II                      \$2,200
- Category III                      \$1,700

Membership Includes 1 free registration to the Annual Industry Coupon Conference, up to a \$1,495 value.

**Please submit your payment with your application using check or credit card.**

**Payment Type:** \_\_\_\_\_

**Credit Card:**                       MasterCard                       VISA

Credit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

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.

We agree to abide by the ACP Code of Ethics, if elected to membership, and we understand that membership in the organization will remain contingent on our company's adherence to the Code of Ethics, as well as payment of applicable dues. In addition, we are familiar with the following ACP documents and agree to adhere to them as they may become applicable to our company during its membership in ACP.

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_