



# The Buzz About Coupons

Industry Coupon Conference  
April 27 – 29  
The Venetian  
Las Vegas, NV





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, GS1 US, CIC and the Promotion Marketing Association.

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

There will be plenty of chances to learn, network, and enjoy the sights and sounds of Las Vegas with your coupon colleagues.

We will be contacting you soon with more details or you can visit the website [www.couponpros.org](http://www.couponpros.org) for the latest news.

Ann Keeler  
Integer  
Co-Chair

Earl Ellsworth  
Universal Marketing  
Co-Chair

***Get the latest insights in a timesaving format!***

***Our premiere all-industry event:***

**THE ANNUAL INDUSTRY COUPON CONFERENCE**  
**April 27 – 29, 2010**  
**The Venetian & Palazzo Resort**  
**Las Vegas, NV**

**Who's involved with the Annual Industry Coupon Conference?** - This inclusive conference is presented by the Association of Coupon Professionals (ACP) in collaboration with the Food Marketing Institute (FMI), Grocery Manufacturers Association (GMA), Promotion Marketing Association (PMA) Coupon Information Center (CIC) and GS1 US. Each of these key organizations is helping to plan the program, and develop the sessions that will mean the most to you and your business in the challenging times ahead.

**For additional information contact:**

**John Morgan**  
**Phone: 610-789-9993**  
**Email: [john.morgan@acp-hq.org](mailto:john.morgan@acp-hq.org)**

**Conference Dress is Business Casual.**

**Sponsorship and Exhibit Opportunities:**

Meet Conference Sponsors and Exhibitors as they present their must-see products and services in a relaxing, casual setting. Check out the coupon industry's latest innovations, or schedule a one-on-one meeting to learn first-hand how they can help you leverage the power of coupons.

For sponsorship and exhibit information contact John Morgan at 610-789-9993 or [john.morgan@acp-hq.org](mailto:john.morgan@acp-hq.org)

**Visit <http://www.couponpros.org/>  
for conference updates and online registration.**

**ANNUAL INDUSTRY COUPON CONFERENCE  
PRELIMINARY AGENDA**

**TUESDAY, APRIL 27<sup>TH</sup> – Meetings and “Couponing 101/102”**

9:30 – 4:30 PM                      “Couponing 101/102”

*(Separate registration fee; registration is limited; advance registration is required. See registration form for fee information. Fee includes lunch and workshop materials.)*

Attendees can learn the basics of the business or refresh themselves on coupon topics

The sessions review all aspects of the couponing industry in an informative and interactive format designed for individuals new to couponing or those who need an update and refresher course. Presenters are industry experts who can answer couponing questions.

The topic include: Effective Coupon Strategies, Coupon Distribution Types, Coupon Design, Redemption Cycle, Family Code Management, Misredemption, Managing Risk, and other areas. Attendees will follow the path of a coupon from the time it is issued through redemption, financial settlement and reporting with a detailed review of all the functions in the process.

“Leading marketing and promotion executives have attended Coupons 101-102. It is an up-to-date way of staying abreast of what’s going on in the coupon industry,” said Val Stark, education director of the ACP and a member of its board of directors.

Please join us as industry experts answer all your questions and review all aspects of coupons including planning, design and processing in an informative and interactive format designed for individuals new to couponing, those who need an update and refresher course, and those preparing for the transition to the new GS1Databar, or wanting to know the latest Coupon trends and what’s happening with Internet Print at Home and Digital Coupon Promotions.

Attendance is limited; please respond quickly so you won't miss this informative educational workshop.

9:30 – 5:00 PM	Task Force & Committee Meetings (to be assigned)
6:30 – 8:00 PM	Welcome Reception with Sponsors

## WEDNESDAY, APRIL 28<sup>TH</sup> – Conference Day 1

- 8:00 – 5:00 PM Registration  
8:00 – 8:30 AM Continental Breakfast with Sponsors  
8:30 – 8:45 AM Welcome, Announcements & Review of Antitrust Policy  
8:45 – 9:45 AM ***“How You Do What You Do”***

Bob Livingston, REL Communications

This Service centered theme suggests clearly the importance of the Customer Relationship. This topic is perhaps the last stronghold in today's world where simplicity still rules. Indifferent people spoil most loyal relationships. This can be avoided through a common sense approach that guides everyone on how to conduct themselves, as they serve customers. The approach to Service Excellence is spelled out in this presentation.

- 9:45 – 10:30 AM ***“The Mobile Shopping Revolution”***

Laird Garner, diji - Digital Incentives Journal International

What will you do when your Pinkberry-droidiphone tells you there's a better deal around the corner, or available with free shipping to your house? Digital coupons and incentives won't do away with other media. However, the mobile Internet will realign the continents, and it is accelerating faster than you think. This session looks at technologies and paradigms shaping the very near future.

- 10:30 – 11:00 **Break with Sponsors**

- 11:00 – 11:30 AM ***“Utilizing a Personal Scanner to Connect with Consumers and Reward Loyalty with Targeted Digital Coupons”***

Steven Vowles, Stop & Shop

Stop n Shop Executive Steven Vowles will demonstrate successes in their loyalty program with targeted digital coupon offers on personal scanners

- 11:30 – 12:00 PM ***“Insight from On-Line”***

Adam Schwartz, Couponsurfer.com

CouponSurfer.com president Adam Schwartz shares consumer insight from the 1.6 million registered users of this coupon aggregation web site. Learn helpful tips and strategies both merchants and manufacturers can use to engage on-line Couponers and differentiate their coupon offers from competitors.

12:00 – 12:15 PM ***“Association of Coupon Professionals Update and Board of Director’s Election Review”***

12:15 – 1:15 PM ***Lunch and ACP Board Elections***

## WEDNESDAY, APRIL 28<sup>TH</sup> – Conference Day 1

1:15 – 3:00 PM      ***“An Afternoon of Track Sessions”***

The audience at the Industry Coupon Conference is a diverse group with different interests within the industry. The general sessions are a balancing act to meet the needs of all attendees. Once again this year there is an afternoon of track sessions where you can choose to attend topics of interest. The presenters have the ability to delve deeper into their topics knowing they have a focused audience.

1:15 - 1:45 PM      ***“How You Do What You Do” Question and Answer Session***

Bob Livingston, REL Communications

Join Bob as we delve deeper into the detail of his service excellence message and how you can implement the principles of his message.

1:15 – 1:45 PM      ***“GS1 Databar”***  
Steve Arens, GS1US  
Alan Williams, Ahold  
Jackie Broberg, General Mills

Get the latest news and updates on the transition to GS1Databar and its impact on the industry. It will include a review of known installations and the results of a GS1Databar Retailer Readiness survey. Here’s your chance to get answers to all your GS1databar questions.

1:50 – 2:20 PM      ***“Coupon Trends”***  
Matthew Tilley, Vice President Marketing, CMS, Inc

2009 was a record year for the Coupon Industry. Traditional methods are thriving and new methods are emerging. Join Matthew Tilley for a detailed examination of coupon distribution and redemption trends. This session will cover changes that marketers made in offer characteristics and distribution methods while comparing how consumers responded to those changes.

1:50 – 2:20 PM      ***“Digital Coupon Promotions, Opportunities & Challenges”***

The promise of digital marketing is making itself known in the world of coupons. But there are challenges that have so far limited the effectiveness and usability of truly digital couponing efforts – those incentives redeemed in a means other than a piece of paper. In this session, we will clearly describe and define the challenges and, we will go further and actually address what retailers, manufacturers and the vendor community can do to make digital couponing work at scale in a way that everyone can easily and confidently participate.

## **WEDNESDAY, APRIL 28<sup>TH</sup> – Conference Day 1**

2:20 – 3:00 PM      ***“Market Research Task Force Analyzes Digital Coupon Offers***  
TBD

Since the earliest coupons were issued, our world has been paper-based and our common terms and definitions reflect that. But how well do those concepts hold up with the emerging methods of coupon distribution, such as text messages, email, websites, mobile applications and more? To address the potential disconnect, the ACP’s Market Research Task Force is proposing standards for assessing this new breed of coupons. In this session, you will see the result of the group’s work which, for the first time, analyzes consumer response across various types of discovery points. Join us for this breakthrough research and proposed standards that will provide a basis for “apple to apple” comparisons in the new digital coupon era.

2:20 – 3:00 PM      ***“ Industry Association Updates”***  
TBD

3:00 PM              ***Conference Sessions Adjourn for the day***

3:30 – 4:30 PM      ACP Board of Directors Meeting

6:00 – 8:00 PM      ***Reception***

Meet our generous sponsors and network at the reception

## THURSDAY, APRIL 29TH - Conference Day 2

- 8:00 – 12:00 PM Registration  
8:00 – 8:30 AM Continental Breakfast with Sponsors
- 8:30 – 8:45 AM Announcements, Review of Anti-Trust Policy, Results of ACP Board and Office Elections.
- 8:45 – 9:45 AM ***"Retailer Panel"***
- Stanley Wadford, Winn Dixie  
Michelle Jones, Key Food  
Heidi Happy, BJ's Wholesale Club  
TBD

This panel of industry leaders from various formats and channels will discuss industry issues and opportunities from a retailer's perspective.

- 9:45 – 10:15 ***"Consumer Insight, Trends and the Pursuit of the Elusive Consumer"***
- Tom Murray, Valassis

Valassis' Tom Murray will be back with consumer insight and trends on the largest coupon distribution vehicle, FSI's. He will also discuss technology and how the evolution of media consumption is changing promotion and that it will take an integrated media platform to reach a mass audience going forward.

- 10:15 -10:45 AM **Break with Sponsors**
- 10:45 – 11:15 AM The "Buzz" in Shopper Marketing
- Steve Frenda***, In-Store Marketing Institute

Steve will share with you the latest trends and best practices in Shopper Marketing from all corners of the in-store experience.

- 11:15 – 11:45 AM ***"TBD"***
- 11:45 – 12:15 ***"Innovation in Digital Promotions – Targeted card-based Digital Incentives"***
- Ed Broswell, CEO Edo Interactive***

Listen to best practices as Ed shares how merchants are utilizing targeted digital incentives to connect with consumers in various channels.

- 12:15 – 12:30 PM Closing Remarks and Conference Adjourns  
12:30 – 1:30 PM **Lunch**

## Industry Coupon Conference Location and Hotel Information:



The Venetian & Palazzo Resorts  
Las Vegas, NV 89109  
April 27 - 29, 2010



- ❖ Your guests may book their reservations via internet by using the following URL:  
<https://resweb.passkey.com/go/RINCC>
- ❖ . Guests may also book directly with our Resort Services Department at (877) 385-3885 or (702) 414-4100.

### Conference Hotel Room Rates and Reservations:

**Conference Code: GNADA or mention Association of Coupon Professionals**

**Suite Rate** **\$169.00**  
**Rate guaranteed through April 4, 2010**

**More Information – Visit Las Vegas:**

<http://www.visitlasvegas.com/vegas/index.jsp>

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ACP member: first registration complimentary as a member benefit complimentary registration

Early Registration (On or before March 29)

ACP member	— * \$895	\$ _____
First time attendee*	— * \$1,195	\$ _____
Coupon Industry Member**	— * \$1,295	\$ _____
Non-member	— * \$1,495	\$ _____

Standard Registration (After March 29)

ACP member	— * \$995	\$ _____
First time attendee*	— * \$1,295	\$ _____
Coupon Industry Member**	— * \$1,395	\$ _____
Non-member	— * \$1,595	\$ _____

Couponsing 101/102

ACP Member	\$250	\$ _____
Non-member First Time Attendee	\$350	\$ _____
Non-member	\$495	\$ _____
Non-member multiple registrations same company	\$300 each	\$ _____

TOTAL \$ \_\_\_\_\_

\* I have not attended Industry Coupon Conference, ACP or JICC in the past 5 years.

\*\*Member of an affiliate industry organization (CIC; FMI; GMA; GS1; PMA)

**Name:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Website:** \_\_\_\_\_

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*Payment Information*

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Cardholder's Name: \_\_\_\_\_ Signature: \_\_\_\_\_

**Check payable to ACP is enclosed in the account of**                      \$ \_\_\_\_\_

Cancellation policy – written cancellation must be sent to the association headquarters by April 1 to receive registration refund of registration fees minus a \$50.00 processing charge. After April 1, no refunds will be given.