



JICC Conference 2003 Preliminary Agenda

Who's involved with the JICC?

The Joint Industry Coupon Conference (JICC) is sponsored by the Association of Coupon Professionals, Food Marketing Institute, Grocery Manufacturers of America and the Uniform Code Council. Gathering industry professionals from all four organizations representing different facets of the industry, this conference is a rare, exciting chance to meet and learn with your peers in an array of valuable educational and networking events.

Questions about the JICC

For additional information about the JICC '03, contact:

Joanne Weber
Executive Director
Association of Coupon Professionals
200 E. Howard, Ste. 280
Des Plaines, IL 60018
Phone: 847-297-7773
Fax: 847-297-8428

Email: acphq@aol.com

Dress Code: Casual Business attire is recommended for all events.

Visit www.couponpros.org for sponsorship opportunities and updates on the conference.

SUNDAY, OCTOBER 5

2:00 – 4:00 p.m.

ACP Education Committee Meeting

MONDAY, OCTOBER 6

9:00 a.m. – 2:00 p.m.

Registration

10:00 a.m. – 4:00 p.m.

Pre-Conference Workshop:

"Couponing 101/102"

(Registration is limited; advance registration is required.

See registration form for fee information. Fee includes lunch and seminar handouts.)

This popular orientation to the coupon industry is targeted to your needs, whatever your level of experience. Whether you're new to couponing or you're a veteran who needs a refresher on the basics of coupon codes, coupon processing or effective use of coupon events, don't miss this practical, in-depth course. This course will help you understand:

- Benefits of various distribution media
- Developing, designing and executing a coupon
- Elements of coupon barcodes
- How to use barcodes
- How family codes work
- The Coupon life cycle
- How to protect against coupon fraud

TUESDAY, OCTOBER 7

8:00- 8:30 a.m.

Continental Breakfast

8:30 – 9:00 a.m.

Welcome, Introductions, Review of Antitrust by Attorney

9:00 – 9:45 a.m.

Keynote Presentation: "Funny Business:

A Satirical Look at Corporate Life"

Comedian Bob Hirschfeld

Is your business environment drowning in "solutions" and getting burned with "branding?" Are you tired of meetings that are power-pointless? Do you secretly feel trapped by a mouse? What you need is an "audience-centric, laughter-

integrated, humor-scalable, speaker solution." In other words, Bob Hirschfeld!

Cybersatirist Bob Hirschfeld and his (somewhat) trusty laptop offer comic relief for today's far-too-serious business world. You'll laugh as Bob maximizes his front end and keeps an eye out for his back end while he lampoons business communications, branding, marketing, management, meetings, accounting, customer support, HR and especially technology with intelligence and wit.

Bob's "standup with a laptop" includes interactive parodies, an irreverent history of business and technology, riotous tips on time and information management, and a zany forecast on future workplace trends. If you want a fresh perspective to help lift your bottom line, first lift your spirits with a belly laugh – brought to you by the man Jay Leno has called "one of the top satirists in the country!"

9:45 – 10:45 a.m.

"Hands-On Demo of POS System"

Experts from Fujitsu and NCR participate in this in-store, point-of-sale function demonstration and help you understand how it works with coupon promotional systems. They'll also discuss support for various types of promotion; explain what is going on today and share how it relates to coupons, now and in the future.

10:45 – 11:15 a.m.

Break – Sponsor Tabletop Exhibits Open

11:15 – 11:45 a.m.

"Sunrise 2005: What's Up?"

What's happened since the last Joint Industry Coupon Conference? Learn what industry efforts are underway to develop Sunrise 2005. Will changes include finding solutions to validation with the UCC variable length company prefix? Increasing the number of available value codes? Creating a streamlined, simplified approach to family code assignments and maintenance? Developing global compatibility? Join us and find out.

11:45 a.m. – 12:15 p.m.

"Understanding Reduced-Space Symbology (RSS)"

Craig Maddox, NCR

Reduced-Space Symbology (RSS) is currently being used in the grocery and pharmacy industries to code variable-measure packages. This innovative session will give you a head start in understanding how RSS works and how it will impact the coupon industry.

12:15 – 1:30 p.m.

Lunch in Sponsor Tabletop Exhibits Area

1:30 – 2:15 p.m.

"30 Ideas to Improve Your Couponing Today"

Are coupons as effective for you as they could be? (No, really.) Be inspired as our savvy panel explores 30 practical, valuable strategies and techniques to help you maximize your gains from couponing now.

2:15 – 3:15 p.m.

"Electronic Clearing Today"

Scan Aps and First Data

Electronic clearing of paper coupons has been one of our industry's most important long-term visions. In this session, you'll learn the status of this exciting concept from experts at two companies working on making this vision a reality. How far away is the goal of electronic clearing of paper coupons? What progress has been made and what are the issues and obstacles still ahead? Join us and find out.

3:15 – 3:45 p.m.

Break in the Sponsor Tabletop Display Area

3:45 – 4:15 p.m.

UCC – EPC Systems

4:15 – 5:15 p.m.

**"Internet Couponing – Risky Business or Here to Stay?"
(Internet Companies Panel Presentation)**

Why do some manufacturers embrace Internet couponing, while others shy away from it? What lessons have been learned from Internet coupon companies? Learn from our panel of Internet company experts about what is happening in electronic couponing today and what plans are on the horizon for tomorrow. Promotional service providers explain what you need to know about Internet couponing in general and what their Internet programs deliver in particular, so you can evaluate risks and rewards for yourself.

5:15 – 6:30 p.m.

Social Hour, Sponsor Tabletop Displays Open

WEDNESDAY, OCTOBER 8

8:00 – 8:30 a.m.

Continental Breakfast in Sponsor Tabletop Display Area

8:30 – 9:00 a.m.

Morning Updates, Review of Antitrust,
Industry Organizations' Updates

9:00 – 9:45 a.m.

"State of the Industry"

John Morgan, Lees Marketing Services

Explore recent trends and future predictions for couponing in this dynamic overview of the influences on U.S. coupon distribution and redemption. Gain valuable insights into what marketers have been doing with coupons and the results they've seen.

9:45 – 10:45 a.m.

"Change and the Couponing Industry"

Richard Kochersperger, Food Marketing Group

What significant changes are occurring in the couponing industry today, and what can we expect in 2004? Our speaker, director of a virtual educational resource for the food industry, offers a knowledgeable perspective that takes many influences into account. An executive education program designer food industry logistics author and prominent consultant to industry leaders, Richard has been an invited presenter at numerous food industry seminars, including FMI, NASFT, Gemcom, CLM, NGA, FDI, and GMA. Join us as he shares his observations at the JICC.

10:45 – 11:00 a.m.

Break in the Sponsor Tabletop Display Area

11:00 – 11:45 a.m.

"Coupon Fraud: The Latest Happenings"

Fraud in the coupon industry is a fact of life: Mis-redemption still exists and affects every business it touches. What to do about it? Taking the problem out of the abstract and into real life, we'll look at current court cases and evidence of coupon fraud as it appears in traditional and electronic couponing. Don't miss this discussion on the challenge of security in the coupon industry.

11:45 – 12:00 (noon)

Wrap-up and Adjournment

12:30 – 1:30 p.m.

Industry Organizations Meeting

1:30 – 4:30 p.m.

ACP Board of Directors Meeting



Conference Location and Hotel Registration

The Sheraton Boston Hotel

JICC's headquarters hotel is the impressive Sheraton Boston Hotel, nestled in Boston's charming, historic Back Bay. Recently fully renovated, the hotel features a host of comforting amenities including pillow-top mattresses in every room. The Sheraton is just four miles from Logan International Airport. The scenic Charles River and Newbury Street, "the Rodeo Drive of Boston," are just steps away from the hotel, as are many other shops, restaurants, and museums.

Make Hotel Reservations

Sheraton Boston Hotel
39 Dalton Street
Boston, MA 02199
Hotel main phone: 617-236-2000
Guest fax: 617-236-1702

Call the Sheraton Boston Hotel at 617-236-2000 or 800-325-3535.

Mention the Joint Industry Coupon Conference and receive a low discount rate of \$169 plus tax (single/double occupancy). **IMPORTANT: Make Hotel Reservations by September 10, 2003 for JICC's Special Low Discount Rate!** Reservation requests received later will be accepted on a space-and-rate availability basis only.

Airport-Hotel Shuttle: Independent airport shuttle service runs every 30 minutes from Logan International Airport to the Sheraton Boston. Current charge is \$9.00 each way (subject to change without notice).

Conference Registration: includes admission to sessions, reception, breaks, continental breakfast(s) and lunch.

Conference Refund Policy: Registration fees minus a \$50 administration fee are refundable only if ACP receives written cancellation before September 15, 2003.



2003 Joint Industry Coupon Conference Registration Form

1. If you want to register on line, go to the ACP website, www.couponpros.org and click on the JICC Meeting Registration button.
2. If you are using a credit card to pay for your registration fees, simply fill out the form below and return it to us.
3. If you are paying by check fill out the form below and mail it to the ACP with your payment.

Company: _____

Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____ Fax: _____

Member: ☐ ACP ☐ FMI ☐ GMA ☐ UCC

☐ If you have special dietary or accessibility needs, please check box and attach a written description.

Is this your first JICC Meeting? ☐ Yes ☐ No

Registration Fee

Member on or before September 15	\$435	_____
Member after September 15	\$535	_____
Non-member on or before September 15	\$795	_____
Non-member after September 15	\$895	_____
Couponing 101/102 on or before September 15	\$250	_____
Couponing 101/102 after September 15	\$295	_____
TOTAL	\$	_____

Payment Information

Charge my credit card:

☐ VISA ☐ MasterCard ☐ American Express in the amount of \$_____

Account #: _____ Exp. Date: _____

Cardholder's Name: _____

Signature: _____

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

Association of Coupon Professionals,
200 E. Howard, Ste. 280, Des Plaines, IL 60018
Phone: 847-297-7773 Fax: 847-297-8428 email: acphq@aol.com



Association of Coupon Professionals
200 E. Howard, Suite 280
Des Plaines, IL 60018

**One event, three days, four industry organizations, and
hundreds of valuable ideas, tips, and contacts!**



What is the JICC?

There's just one event that lets you share ideas with peers from four industry organizations, learn from more than a dozen cutting-edge presentations, and enjoy scores of networking opportunities—all in just a few days.

It's the Joint Industry Coupon Conference October 7-8, 2003

This year's JICC is filled with savvy perspectives and late-breaking news to keep you ahead of the pack in today's tough couponing environment. If you need any more reason to participate, we'll meet at the luxurious Sheraton Boston Hotel in the charming, historic Back Bay area, a locale that's seen quite a bit of American inspiration!

JICC's registration and hotel deadline is September 10, 2003, so fill out the registration form and send it in now. While you're at it, make your hotel reservations and take advantage of our great JICC hotel discount!