



AGENDA

Friday, April 27, 2007

8:00 Registration

All workshop attendees will be asked to fill out an anonymous survey where they list their general affiliation (e.g., consumer, government, trade association, manufacturer, retailer, fulfillment house) and state what they see as the top 3 problems with rebates.

9:00 Welcoming Remarks from the FTC

Jeffrey Klurfeld, Director, Western Region

Eileen Harrington, Deputy Director, Bureau of Consumer Protection

9:15 Panel 1: An Overview of Rebates

During this panel, attendees will hear about how rebates work, how they have evolved, and how they affect the bottom line of manufacturers, retailers, and consumers.

Specific topics include:

- The life cycle of a rebate, from coupon to cashing-in
- The value of rebates as a marketing tool for manufacturers and retailers
- Consumer behavior regarding rebates

Panelists:

Timothy Silk, Assistant Professor of Marketing, University of British Columbia

Tom Diffley, Executive Vice President, Business Development, Helgeson Enterprises, Inc.

J. Stuart Patterson, Hewlett-Packard Company

Moderator:

Joe Mulholland, Economist, Bureau of Economics, FTC

10:15 Break

10:30 Panel 2: Rebates: Open the Envelope and Cut the Check: What Could Go Wrong?

This panel will explore how rebate programs can succeed or become problematic. Panelists will discuss “war stories” of how rebate programs can go awry.

Specific topics include:

- An overview of rebate programs that have resulted in law enforcement actions
- How rebates can go wrong from the consumer’s perspective
- How rebates can go wrong from a business perspective

Panelists:

Dean Graybill, Attorney, Western Region, FTC

Hal Stinchfield, CEO, Promotional Marketing Insights

Joe Ridout, Consumer Action

Moderator:

Kerry O’Brien, Attorney, Western Region, FTC

11:30 Break

11:45: Panel 3: The Future of Rebates

During this portion of the workshop, attendees will hear about recent trends in rebate fulfillment, as well as proposals to regulate rebates by various states.

Specific topics include:

- Enacted and proposed state legislation directed at regulating rebates
- Recent trends in rebate fulfillment
- Alternative payment methods

Panelists:

Matthew Edwards, Assistant Professor, Department of Law, Zicklin School of Business, Baruch College

Chris Quinlan, CEO, PlusNet Marketing, Inc.

Eileen Harrington, Deputy Director, Bureau of Consumer Protection, FTC

Moderator:

Matthew D. Gold, Attorney, Western Region, FTC

12:45 Lunch (On your own)

2:00 **Panel 4: Industry Solutions: Exploring Best Practices in Rebate Promotions**

During this panel, attendees will hear from a manufacturer, a retailer, a fulfillment house, and a trade association about “best practices” they have developed to avoid the pitfalls of rebates.

Specific topics include:

- Best practices from a manufacturer’s perspective
- Best practices from a fulfillment house’s perspective
- Best practices from a retailer’s perspective
- PMA guidelines for rebate offers

Panelists:

Christopher Ekren, Senior Vice President and Deputy General Counsel, Sony Electronics, Inc.

Michael D. Reynolds, Executive Vice President of Marketing Development and Strategy, Parago, Inc.

Joe Grachek, Vice President - Merchandise Accounting Controller, Costco Wholesale Corporation

Linda Goldstein, Vice President - Government & Legal Affairs, Promotion Marketing Association

Moderator:

Linda K. Badger, Attorney, Western Region, FTC

3:15 **Break**

3:30 **Panel 5: The Rebate Debate: Legislate, Litigate or Lose Rebates?**

During this portion of the workshop, the results of the “top 3 rebate problems” survey will be revealed to the audience. A representative panel will be asked to discuss possible solutions to the rebate question, and who they think should be responsible for making the changes. The entire audience will be asked to participate in this discussion.

Panelists will include representatives from the previous panels, in addition to the following:

Jeffrey Greenbaum, Partner, Frankfurt Kurnit Klein & Selz, PC

Norma Garcia, Senior Staff Attorney, Consumers Union

Edward Kabak, General Counsel, Promotion Marketing Association

Moderator:

Lesley Fair, Attorney, Division of Consumer and Business Education, FTC

4:30 **Conclusion of workshop**
