



Display Contest Rules

1. Your Idaho® Potatoes and HOME® Real Bacon™ display must be in place for at least one week during the contest period.
2. Display must be in the produce section of the store. Qualifying displays must include ALL of the following products:
 - Fresh Idaho® Russet/Sheepskin/Reds or Golds that bear a Global Label showing the Idaho® name and the Crown or Idaho® seal
 - A clearly marked Idaho® dehydrated potato product
 - HOME® Real Bacon™
3. Displays may not include potato products from other states.
4. Display points-of-sale (POS) materials must include 2017 special event POS material from the Idaho Potato Commission. You may create your own display support materials as well. Creativity is encouraged!
5. Display entries are limited to one per store.
6. Display entries will be judged and prizes awarded by the Potato Lover's Month Display Contest Review Committee. Entries will be judged on the following criteria: use of Potato Lover's Month signage consisting of the display, how the display incorporates the partner products described in Rule #1, and perceived suitability of the display. The committee's decisions are final.
7. All entries must be received by the Potato Lover's Month Display Contest Review Committee no later than March 31, 2017. Top entries will be mailed by May 1, 2017 on our website www.idahopotato.com/retail.
8. Prizes will be awarded subject to your company's policies regarding distribution of such awards. Void where prohibited by company policy. Taxes are the sole responsibility of prize winners.
9. Prizes will be awarded to winning entries by June 1, 2017, subject to verification by the Idaho Potato Commission of all completed entry documents and applicable information.
10. All entries must include an official entry form or photograph of same. If mailing by postal mail, entry photos should have entrant's name and address, e-mail address, and telephone phone number on the back of each photo. Digital photo submissions are preferred, but you may submit printed photos. Postcard images are prohibited.
11. Information on the success of the promotion is welcome; however, this is not required, nor is it a judging criterion. Recommendations to improve the annual Potato Lover's Month Display Contest for future contests are also welcome.
12. The Potato Lover's Month Display Contest Review Committee is not responsible for lost, misplaced or stolen entries. Entries become the property of the Idaho Potato Commission and cannot be returned. Please bring a copy for your records. By entering you give the Idaho Potato Commission your permission to use your entry for publicity or advertising purposes. Contest is void where prohibited.

IT'S EASY TO ENTER ONLINE!

Submit your Display Contest entry and photos online at www.idahopotato.com/retail. Click on Potato Lover's Month Display Contest Entry, complete the entry form, upload up to five photo files when prompted, and submit. An e-mail message will be sent to you confirming that your entry was received. Or you may fill out and mail the form below along with your display photos.

ENTER AT www.idahopotato.com/retail



2017 Idaho® Potato Lover's Month DISPLAY CONTEST ENTRY FORM

Enclosed is my qualified entry for the display contest. Please send me the Marley Chase™ Portable Bluetooth Audio Speaker System!

Entrant Name and store only, please	Company or Store Name
Title	Company Manager
Address	Company or Store Address (No PO Boxes allowed)
Business Phone Number	City
E-Mail Address	State
	ZIP
	<input type="checkbox"/> Mail Requested in form below <input type="checkbox"/> Shipping to my company <input type="checkbox"/> Shipping to my residence

Entries must be received by March 31, 2017. Please mail entries to Potato Lover's Month Display Contest Review Committee, P.O. Box 1026, Eagle, Idaho 83616. If using overnight mail service, please send to 561 South Riverstone Lane, Suite 200, Eagle, Idaho 83616.

www.idahopotato.com/retail

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YOU COULD WIN
ONE OF SIX
ALL EXPENSES PAID VACATIONS FOR TWO ON
Celebrity X Cruises SILHOUETTE CRUISE

2017 DISPLAY CONTEST



Receive a **HEARST** Chant Mini™
Portable Bluetooth Audio Speaker System just for entering!



IDAHO POTATO
LOVERS' MONTH

Put your creativity on display

with Idaho® Potatoes and Hormel® Real Bacon Bits

Get on board and get consumers excited about Idaho® Potatoes and Hormel® Real Bacon Bits! Create a sales-driving product display with custom point-of-sale materials and recipes.

1. Build an attractive and memorable display with Idaho® Potatoes and HORMEL® Real Bacon Bits.
2. Incorporate the website addresses below into your display—giving your customers access to our great recipes and information.

• www.idahopotatoes.com
• www.hormelfoods.com

3. Order point-of-sale materials from www.idahopotatoes.com/contest or through your category manager.
4. Display your creative masterpiece in the produce section of your store for at least one week during the contest period of January 16 through March 12, 2012.
5. It's easy to enter! Submit your entry online at www.idahopotatoes.com/contest or mail us the attached entry form along with your display photos.



FREE Chant Mini™ Portable Bluetooth Audio System just for entering!

Bluetooth® convenience and impressive audio quality transform the Chant Mini Portable Bluetooth Audio Speaker System into a world of sound.

- Bluetooth 4.1 + EDR, A2DP mono audio
- Built-in microphone allows for use as speaker phone
- Exclusive REWIND™ wrap
- Up to six hours of wireless play
- USB charging cable, rechargeable lithium ion battery



SET YOURSELF UP TO WIN!

6 WINNERS RECEIVE AN ALL EXPENSES PAID VACATION FOR TWO ON Celebrity X Cruises LOTS OF CASH PRIZES TOO!

Grand-Prize Winners select from Celebrity Cruises® Silhouette Eastern or Western Caribbean cruise (depending on day of departure). A total of 6 cruises to be given away!

- Seven-night, all expenses paid cruise for two based on Ocean View stateroom (non-smoking, double occupancy, two adults or one queen bed). Airfare included.
- \$100 allowance for incidentals (e.g., ground transportation, port hotels, beverages aboard ship, and more)
- Approximate retail value: \$1,200 per grand-prize winner. Cruise lines paid through March 2014. Excludes tax and tips.

Lots of cash prizes too!

A Genuine Display of Partnership

Idaho® Potatoes and Hormel® Real Bacon Bits

Sail Into These Prizes

Each of the three store categories receives these prizes.

1st PLACE: ALL EXPENSES PAID CARIBBEAN CRUISE FOR TWO!

2nd Place	\$1,000
3rd Place	\$750
4th Place	\$500
5th Place	\$250

Plus 100 memorable Vacation Prizes of \$100 each (selected from the remaining entries)

Store Categories

- CATEGORY 1
1-4 cash registers
- CATEGORY 2
6-8 cash registers
- CATEGORY 3
10+ cash registers

Category Managers Win Too!

Our Category Manager Match Program makes it easy for category managers to win a CRUISE or CASH if your store is a 1st through 5th place winner, you win the equivalent in prize! So encourage your stores to participate and send in their entries. It's a win-win situation!

Winners on Display

Check out last year's winners at www.idahopotatoes.com/contest. This year's Idaho® Potato-Lover's Month display winners will be online by June 1, 2012.

Play by the Rules

Read and follow the Display Contest Rules on the back page carefully—then get ready to exercise your creativity with a winning entry!



Point-of-Sale Kits GET STARTED with our free point-of-sale kit

Order point-of-sale materials from www.idahopotatoes.com/contest or through your category manager.

- One double-sided Potato Lover's Month sign displaying signs
- One large and two small double-sided signs featuring an appetizing photo to promote your display
- Two inflatable engaging Smiling Buddy balloons
- Clip art and delicious recipes are available from the Idaho® Potatoes website at www.idahopotatoes.com/contest.

