



DISPLAY CONTEST FLYER

1. Your Idaho® Potato and Hormel® Bacon Toppings display must be in place for at least one week during the contest period.
2. Displays must be in the produce section of the store. Qualifying displays must include ALL of the following products:
 - Fresh Idaho® Potatoes (bag, bulk, or both) that have a clear label showing the Idaho® name and the Grown in Idaho® seal
 - A clearly marked Idaho® dehydrated potato product
 - Any variety of Hormel® Real Bacon toppings

Displays may not include potato products from other states.

3. Display point-of-sale (POS) materials must include 2019 special-themed POS material from the Idaho Potato Commission. You may create your own display support materials as well. Creativity is encouraged!
4. Display entries are limited to one per store and can be any size. It's not about how large or small, it's about the creativity.
5. Display entries will be judged and prizes awarded by the Potato Lover's Month Display Contest Review Committee. Displays are judged on a point system, based on the following criteria: 1. Creativity of the display, 2. Incorporation of Hormel® Bacon Toppings, 3. Saleability of the Display and 4. Potato Lover's Month signage.

The committee's decisions are final.

6. All entries must be received by the Potato Lover's Month Display Contest Review Committee no later than March 15, 2019. Top winners will be notified by May 1, 2019, and all winners will be posted by May 20, 2019, on our website: www.idahopotato.com/retail.
7. 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.

8. Prizes will be awarded to winning entries by June 15, 2019, subject to verification by the Idaho Potato Commission of all completed entry documents and applicable information.

9. All entries must include an official entry form or photocopy of same. If entering by postal mail, entry photos should have entrant's name, address, store name, email address, and business phone number on the back of each photo. Digital photo submissions are preferred, but you may submit printed photos. Potato id images are prohibited.

10. 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 keep a copy for your records. By entering, you give the Idaho Potato Commission a year permission to use your entry for publicity or advertising purposes. Contest is void where prohibited.

11. **Mauai Vacation Sweepstakes Rules:** All Idaho Potato Commission Potato Lover's Month Display Contest entries will be automatically entered into the sweepstakes portion of this promotion. Prize consists of: roundtrip airfare for two, 6 nights, 7 days accommodations at the Royal Lahaina Resort, Maui Hawaii, ocean view room, room taxes, plus \$2,500 in cash to cover transportation to and from the airport for both starting destination and in Hawaii, meals and recreation costs. Approx. retail value (ARV) \$7,400. See complete details and Official Rules, at www.idahopotato.com/retail/royallahaina.com.

IT'S EASY TO ENTER ONLINE!

Submit your Display Contest entry and photo 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 email 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 photo(s).

ENTER AT www.idahopotato.com/retail



2019 IDAHO® POTATO LOVER'S MONTH

DISPLAY CONTEST ENTRY FORM

Enclosed is my qualified entry for the display contest. Please send me the Toaster Air Fryer!



TO BE CONSIDERED FOR POTATO LOVER'S MONTH CASH AND PRIZES, ALL FIELDS MUST BE COMPLETED.

Entrant Name (one name only, please) _____

Company or Store Name _____

Title _____

Category Manager _____

Business Phone Number _____

Company or Store Address (No PO boxes allowed) _____

Email Address _____

City _____ State _____ ZIP _____

Cash Registers in Your Store:

Category 1 (1-5 registers) Category 2 (6-9 registers) Category 3 (10+ registers)

Enter at www.idahopotato.com/retail, and follow instructions to enter online, or enter by mail by completing the Official Idaho Display Contest Entry Form.

All entries must include a photo of your display, along with the official entry form or photocopy of the same no later than March 15, 2019, to Idaho Potato Commission, PO Box 1670, Eagle, ID 83616, or if using an overnight mail service, send to 661 S. Riverstone Lane, Suite 230, Eagle, ID 83616.

www.idahopotato.com/retail

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