



IDAHO
POTATO
LOVER'S
MONTH



Every participant is entered into a random drawing to win an all-expense paid vacation for two to Sun Valley, Idaho!

2018
DISPLAY
CONTEST

WITH MORE THAN
\$150,000
IN CASH & PRIZES!

2018 PARTNERS
IDAHO® POTATOES



RECEIVE A
NINJA
FIT
SINGLE-SERVE BLENDER
JUST FOR
ENTERING!





WITH MORE THAN
\$150,000
 IN CASH & PRIZES!

PUT YOUR
CREATIVITY
ON DISPLAY

with Idaho® Potatoes, HORMEL® Bacon Toppings, and HORMEL® Chili

GET YOUR CUSTOMERS EXCITED TO BUY Idaho® Potatoes, HORMEL® Bacon Toppings, and HORMEL® Chili when you create a sales-driving product display with custom point-of-sale materials and recipes.

1. Build an attractive and memorable display with Idaho® potatoes, HORMEL® Bacon Toppings, and HORMEL® Chili.
 - www.idahopotato.com • www.hormelfoods.com
2. Incorporate the website addresses below into your display—giving your customers access to other great recipes and information.
3. Order point-of-sale materials from www.idahopotato.com/retail 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 15 through March 16, 2018.
5. **It's easy!** Submit your entry online at www.idahopotato.com/retail, or mail us the entry form on the back of this brochure along with your display photos.



Every participant is entered into a **random** drawing to win an all-expense paid vacation for two to Sun Valley, Idaho!

FREE NINJA FIT
 SINGLE-SERVE BLENDER
JUST FOR ENTERING!

The Ninja® Fit combines multiple kitchen appliances in one easy-to-use, powerful, and compact kitchen tool. It quickly creates smoothies, nutrient juices and so much more in TWO 16 oz. Nutri Ninja® cups that are perfect to take on the go.

- 700-watt interchangeable power pod with one-touch Pulse Technology®
- A Nutrient & Vitamin Extractor releases hidden nutrition from whole fruits and veggies
- Frozen blending allows you to crush through ice and frozen fruit for cold drinks and smoothies

INCLUDES: 700-watt Power Pod, Two 16 oz. Nutri Ninja® Cups + blade assembly, Two Sip & Seal® lids, 30-Recipe Inspiration Guide.

NEW 2018 PARTNER!





DISPLAY THE LOVE

with Idaho® Potatoes, **HORMEL® Bacon Toppings**, and **HORMEL® Chili**.

SHOW ME THE PRIZES!

Each of the three store categories receives the following cash prizes:

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

Plus 100 Redeemable Points
Prizes of \$100 each (selected from the remaining entries)



STORE CATEGORIES

CATEGORY 1

1 - 5 cash registers

CATEGORY 2

6 - 9 cash registers

CATEGORY 3

10+ cash registers

SMALL DISPLAY? IT'S OK! Seriously, the size of your display doesn't matter. Not all stores have room for a big display. Based on your creativity, you can still win! Smaller displays have the same chance of winning as larger displays.

CATEGORY MANAGERS WIN TOO

Our Category Manager Match Program makes it easy for category managers to win too! If your store is a First- through Fifth-place winner, you win the equivalent in prizes, plus a chance to win the trip to Sun Valley. 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.idahopotato.com/retail. This year's Idaho® Potato Lover's Month display winners will be posted online by June 1, 2018.

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 ARE AVAILABLE

GET STARTED with a free point-of-sale kit!

Order point-of-sale materials from www.idahopotato.com/retail or through your category manager. The Idaho® potato 2018 display kit includes:

- Two double-sided Potato Lover's Month logo display signs
- One large and two small double-sided signs featuring an appetizing photo to decorate your display
- Two inflatable mylar Spuddy Buddy balloons

Clip art and delicious recipes are available from the Idaho® potato website at: www.idahopotato.com/retail





DISPLAY CONTEST RULES

1. Your Idaho® Potato, HORMEL® Bacon Toppings, and HORMEL® Chili 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
 - Any variety of HORMEL® Chili

Displays may not include potato products from other states.

3. Display point-of-sale (POS) materials must include 2018 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. If'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 AND HORMEL® Chili 3. Saleability of the Display 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 31, 2018. Top winners will be notified by May 1, 2018, and all winners will be posted by June 1, 2018, 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, 2018, 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, e-mail address, and business phone number on the back of each photo. Digital photo submissions are preferred, but you may submit printed photos. Polaroid 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 your permission to use your entry for publicity or advertising purposes. Contest is void where prohibited.

11. **Sun Valley Vacation Sweepstakes Rules:** Each Potato Lover's Month Display Contest entry will be automatically entered into the sweepstakes portion of this promotion. Prize consists of roundtrip airfare for two, 4 nights, 5 days accommodations at the Sun Valley Lodge, Terrace Suite room, meals and taxes, plus \$500 in Sun Valley gift cards to cover miscellaneous recreation costs. Approximate retail value (ARV) is \$6,200. See complete details and Official Rules, at www.idahopotato.com/retail/sunvalley.

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 it. 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 photo(s).

ENTER AT www.idahopotato.com/retail



2018 IDAHO® POTATO LOVER'S MONTH DISPLAY CONTEST ENTRY FORM

Enclosed is my qualified entry for the display contest. Please send me the Ninja® Fit Single-Serve Blender!

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)

E-Mail 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 31, 2018 to Idaho Potato Commission, P.O. Box 1670 Eagle, ID 82616, or if using an overnight mail service, send to 661 S. Riverside Lane, Suite 230, Eagle, ID 82616.

www.idahopotato.com/retail

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