

ENTER for a chance to

**WIN** A TRIP  
FOR 2  
TO SANCTUARY  
CAMELBACK  
MOUNTAIN RESORT  
& SPA  
PARADISE VALLEY, AZ



# 2021 DISPLAY CONTEST

With More Than  
**\$150,000**  
in Cash & Prizes!

2021 Partners



Receive a  
Nike®  
**UTILITY  
SPEED  
BACKPACK**  
Just for  
Entering!





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**\$150,000**  
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ENTER for a chance to  
**WIN A TRIP FOR 2**  
**TO SANCTUARY®**  
**CAMELBACK**  
**MOUNTAIN RESORT & SPA**  
**PARADISE VALLEY, AZ**

- Every participant is entered into a random drawing to win
- Roundtrip airfare for two to Sanctuary Camelback Mountain Resort & Spa
  - 6 days / 5 nights accommodations
  - Daily spa treatments
  - \$400 per day for food & drink
  - Plus \$1,000 spending money

## PUT YOUR CREATIVITY ON DISPLAY!

**Get Your Customers Excited** to buy Idaho® Potatoes, Hormel® Bacon Toppings, and Fresh Gourmet® Crispy Veggies when you create a sales-driving product display with custom point-of-sale (POS) materials and recipes.

1. Build an attractive and memorable display with Idaho® Potatoes, HORMEL® Bacon Toppings, and Fresh Gourmet® Crispy Veggies.
2. Incorporate the website addresses below into your display—giving your customers access to other great recipes and information.
3. Order POS materials from [idahopotato.com/plm-pos](http://idahopotato.com/plm-pos) 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 February 1 – March 31, 2021.
5. **It's easy!** Just submit your entry online at [idahopotato.com/plm-enter-now](http://idahopotato.com/plm-enter-now), or make use of the entry form on the back of this brochure along with photos of your display.



Receive a Nike®  
**UTILITY SPEED BACKPACK**  
 Just for Entering!



- Internal sleeve stores a laptop up to 15".
- Side sleeve holds a 32-ounce water bottle.
- Durable straps let you attach accessories.
- Includes a sternum strap.
- 18" H x 11" W x 6" D

**2021 Partners**



[idahopotato.com](http://idahopotato.com) | [hormelfoods.com](http://hormelfoods.com) | [freshgourmetcompany.com](http://freshgourmetcompany.com)

**Small Display? It's OK!** Seriously, the size of your display does n'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 1st- through 5th-place winner, you win the equivalent in prizes, including the trip to Arizona! 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 [idahopotato.com/plm-past-winners](http://idahopotato.com/plm-past-winners). This year's Idaho® Potato Lovers Display Contest winners will be posted online by May 21, 2021.

**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!



**POS Kits Are Available! Get Started with a Free POS Kit!**

Order POS materials from [idahopotato.com/plm-pos](http://idahopotato.com/plm-pos) or through your category manager.

The Idaho® Potato 2021 display kit includes:

- Two double-sided Idaho® Potato Lovers logo display signs
- One large and two small double-sided signs featuring an appetizing photo to decorate your display
- Two inflatable Mylar® IPC-branded balloons

Clip art and delicious recipes are available from the Idaho® Potato website at [idahopotato.com/retail](http://idahopotato.com/retail).



**Show Me the Prizes!**

Each of the 3 store categories receives the following cash prizes:

- 1st Place ..... \$1500
- 2nd Place ..... \$1000
- 3rd Place ..... \$750
- 4th Place ..... \$500
- 5th Place ..... \$250



Plus, 100 Honorable Mention Prizes of \$50 Each (selected from the remaining entries)

PLUS, one random entrant and their category manager will win a spa trip for two to Paradise Valley, Arizona.

**Store Categories**

**Category 1**  
**1-5**  
**Registers**

**Category 2**  
**6-9**  
**Registers**

**Category 3**  
**10+**  
**Registers**





# DISPLAY CONTEST RULES

- Your Idaho® Potato, Hormel® Bacon Toppings, and Fresh Gourmet® Crispy Veggies display must be in place for at least one week during the contest period.
- 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 Crown in Idaho® seal
  - A clearly marked Idaho® dehydrated potato product
  - Any variety of Hormel® Real Bacon toppings
  - Any variety of Fresh Gourmet® Crispy Veggies
 Displays may not include potato products from other states.
- Display point-of-sale (POS) materials must include 2021 special-themed POS material from the Idaho Potato Commission. You may create your own display support materials as well. Creativity is encouraged!
- 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.
- Display entries will be judged and prizes awarded by the Idaho® Potato Lovers 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 Fresh Gourmet® Crispy Veggies, 3) Salability of the display, and 4) Idaho® Potato Lovers Display Contest signage. The committee's decisions are final.
- All entries must be received by the Idaho® Potato Lovers Display Contest Review Committee no later than April 15, 2021. Top winners will be notified by May 1, 2021, and all winners will be posted by May 21, 2021, on our website: [idahopotato.com/retail](http://idahopotato.com/retail)
  - 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.
  - Prizes will be awarded to winning entrants by June 15, 2021, subject to verification by the Idaho Potato Commission of all completed entry documents and applicable information.
  - 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.
  - Displays are judged by the photos received—up to 5 photo submissions accepted. We are looking for quality photography (THINK QUALITY, NOT QUANTITY). That flip phone is just not going to cut it, so be sure to use a good camera on its highest-quality photo setting to show off your hard work.
  - The Idaho® Potato Lovers 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.
  - Sanctuary Camelback Mountain Resort & Spa Sweepstakes Brochure Rules: All Idaho® Potato Lovers Display Contest entries will be automatically entered into the sweepstakes portion of this promotion. Grand prize consists of a round trip airfare for two, 6 days / 5 nights' accommodations at the Sanctuary Camelback Mountain Resort & Spa, your choice of either the Mountain Suite or Spa Suite, meal allowance of up to \$400 per day including taxes and gratuities, daily spa treatments for two, plus \$1,000 to cover miscellaneous recreation and ground transportation costs. Approximate retail value (ARV) \$1700. See complete details and official rules at [idahopotato.com/retail](http://idahopotato.com/retail).

### It's Easy to Enter Online!

Submit your Display Contest entry and high-quality photos online at [idahopotato.com/plm-enter-now](http://idahopotato.com/plm-enter-now). Click on Idaho® Potato Lovers Display Contest Entry, complete the entry form, upload up to 5 quality 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 [idahopotato.com/plm-enter-now](http://idahopotato.com/plm-enter-now)



## 2021 Idaho® Potato Lovers DISPLAY CONTEST ENTRY FORM

Enclosed is my qualified entry for the display contest.  
Please send me the Nike® Ultra Speed backpack!

TO BE CONSIDERED FOR IDAHO® POTATO LOVERS DISPLAY CONTEST CASH AND PRIZES, ALL FIELDS MUST BE COMPLETED.

Entrant Name (one name only, please)	Company or Store Name	Store Number
Title	Category Manager	
Business Phone Number	Company or Store Address <b>(No PO boxes allowed)</b>	
Email Address	City	State ZIP

Number of Cash Registers in Your Store:  Category 1 (1-5 registers)  Category 2 (6-9 registers)  Category 3 (10+ registers)

Enter at [idahopotato.com/plm-enter-now](http://idahopotato.com/plm-enter-now) and follow instructions to enter online. Or enter by mail by completing the Official Idaho® Potato Lovers 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 April 15, 2021, to Idaho Potato Commission, PO Box 1670, Eagle, ID 83616, or if using an overnight mail service, send to 661 South Riverstone Lane, Suite 210, Eagle, ID 83616.

[IDAHOPOTATO.COM/RETAIL](http://idahopotato.com/retail)

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