



# 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. 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 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](http://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](http://www.idahopotato.com/retail/sunvalley).

## IT'S EASY TO ENTER ONLINE!

Submit your Display Contest entry and photos online at [www.idahopotato.com/retail](http://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](http://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](http://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, PO Box 1670 Eagle, ID 83616, or if using an overnight mail service, send to 661 S. Riverside Lane, Suite 230, Eagle, ID 83616.

[www.idahopotato.com/retail](http://www.idahopotato.com/retail)

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