

**IDAHO  
POTATO**

*Lover's Month*

# 2019 DISPLAY CONTEST

ENTER FOR A CHANCE TO

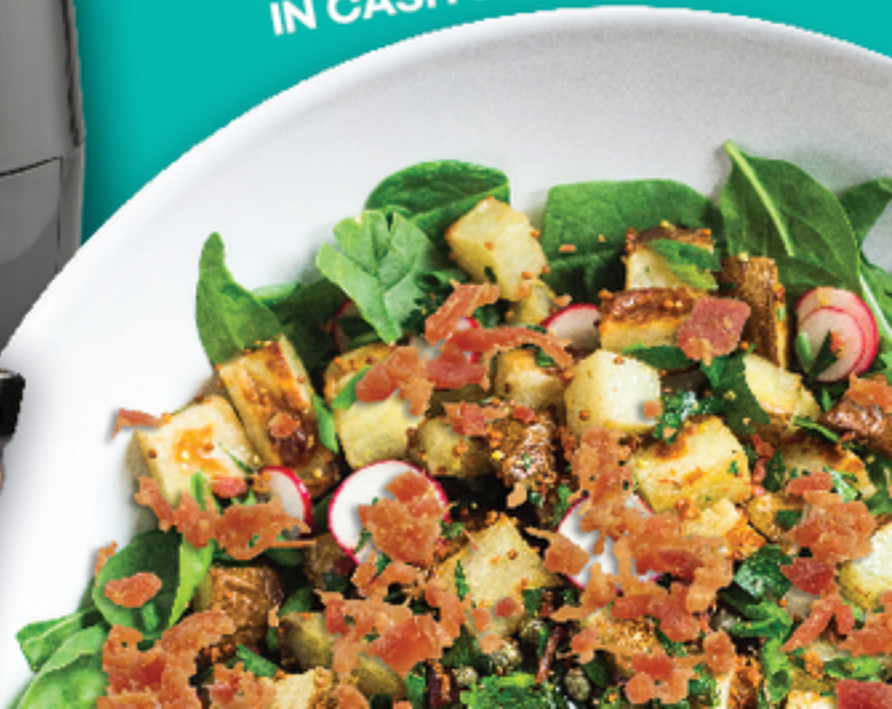
# WIN

WIN A TRIP FOR TWO  
TO MAUI!

Every participant is entered into a random drawing to win six nights' and seven days' paid vacation for two to the Royal Lahaina Resort in Maui.

RECEIVE AN  
**AIR FRYER**  
JUST FOR ENTERING!

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



**Hormel  
Foods**



# IDAHO POTATO

## Lover's Month

PUT YOUR  
**CREATIVITY**  
ON DISPLAY

with Idaho® Potatoes, HORMEL® Bacon Toppings

ENTER FOR A CHANCE TO

# WIN

WIN A TRIP FOR TWO  
TO MAUI!

**GET YOUR CUSTOMERS EXCITED TO BUY** Idaho® Potatoes & HORMEL® Bacon Toppings, 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.
2. Incorporate the website addresses below into your display — giving your customers access to other great recipes and information.
  - [www.idahopotato.com](http://www.idahopotato.com)
  - [www.hormelfoods.com](http://www.hormelfoods.com)
3. Order point-of-sale materials from: [www.idahopotato.com/retail](http://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 14 through March 15, 2019.
5. **It's easy!** Submit your entry online at [idahopotato.com/retail](http://idahopotato.com/retail), or make use of the entry form on the back of this brochure along with your display photos.

RECEIVE AN  
**AIR FRYER**  
JUST FOR ENTERING!



- 1.5 Liter, Black
- Removable Basket
- Hot Air Flow System
- Adjustable Heating Control
- 30-Minute Timer
- Integrated Safety Systems
- Auto Shut-Off When Basket Removed
- Illuminated Power & Ready Lights
- 1000 Watts



## 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 Honorable Mention Prizes of \$100 Each (selected from the remaining entries)	

## 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](http://www.idahopotato.com/retail) or through your category manager.

The Idaho® Potato 2019 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™ IPC-branded balloons

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



IDAHPOTATO.COM  
HORMELFOODS.COM

## STORE CATEGORIES

CATEGORY 1  
1-5  
REGISTERS

CATEGORY 2  
6-9  
REGISTERS

CATEGORY 3  
10+  
REGISTERS

**SMALL DISPLAY? IT'S OK!** Serious prize size of your display doesn't matter. Your store has room for a big display. Based on your creativity, you can still win! Small displays have the same chance of winning as large displays.

### CATEGORY MANAGERS WIN, TOO

Our Category Manager Match Program makes it easy for category managers to win, too! If your store is in the program, then you win prizes with the equipment, materials, and prizes you've entered into the random drawing for the Idaho Potato Show. So encourage your sales to participate and send in the entries. It's a win-win situation!

**WINNERS ON DISPLAY** Check out last year's winners at [www.idahopotato.com/retail](http://www.idahopotato.com/retail). This year's Idaho® Potato Lover's Month display winners will be posted online by May 29, 2019.

**PLAY BY THE RULES** Read and follow the Display Contest Rules on the back page carefully — then get ready to enter the grand prize drawing!





# DISPLAY CONTEST FLYER

- Your Idaho® Potato and Hormel® Bacon Toppings 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 Grown in Idaho® seal
  - Any variety of Idaho® dehydrated potato product
  - Any variety of Hormel® Real Bacon toppings
 Displays may not include potato products from other states.
- 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!
- 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 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.
- 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](http://www.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 entries by June 15, 2019, 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. Potato id images are prohibited.
- 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 of 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.
- Maui 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 roadtrip 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](http://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](http://www.idahopotato.com/retail). Click on Potato Lover's Month Display Contest Entry to 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](http://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 Toastmaster 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](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 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](http://www.idahopotato.com/retail)

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