



2023 DISPLAY CONTEST

WITH MORE THAN

\$150,000

IN CASH & PRIZES!

Every Qualified Participant Is Entered

to Win a Trip for 2 to

ATLANTIS HOTEL & RESORT



Receive a Free
**BRENTWOOD®
TOASTER OVEN**
JUST FOR ENTERING!





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

Enter for a Chance to Win
A Trip for 2 to the World-Renowned

**ATLANTIS
HOTEL & RESORT**
IN THE MAGNIFICENT BAHAMAS

Every Qualified Participant Will Be
Entered into a Random Drawing to
Win a Trip for Two:

- Roundtrip airfare for two to the majestic Atlantis Hotel & Resort.
- 6 days' / 5 nights' accommodations stay for two, plus \$300 per day per couple for meals & drinks
- \$1,000 to cover miscellaneous recreation and ground transportation costs. Includes taxes & gratuities.

PUT YOUR CREATIVITY ON DISPLAY!

Get Your Customers Excited to buy Idaho® Potatoes 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.
2. Incorporate the website idahopotato.com into your display—giving your customers access to other great recipes and information.
3. Order POS materials from idahopotato.com/plm-pos or through your category manager.
4. Display your creative masterpiece in the produce section of your store for at least 1 week during the contest period of February 1 through April 15, 2023.
5. **It's easy!** Just submit your entry online at 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 FREE BRENTWOOD®
STAINLESS STEEL TOASTER OVEN
JUST FOR ENTERING!**



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

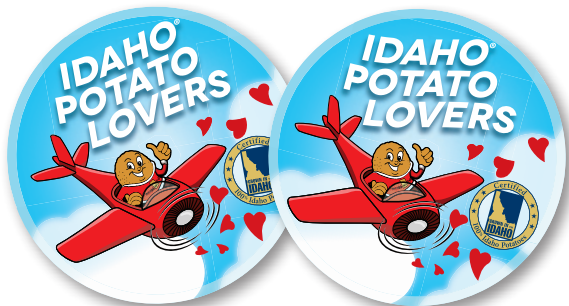
Our Category Manager Match Program makes it easy for category managers to win, too! If your store is a 1st-through 5th-place winner, you win the equivalent in prizes, including the trip to the Bahamas! So encourage your stores to participate and send in their entries. It's a win-win situation!

Winners on Display Check out last year's winners at idahopotato.com/plm-past-winners. This year's Idaho® Potato Lovers Display Contest winners will be posted online by June 15, 2023.

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!



**2022
WINNING
ENTRIES**



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

Order POS materials from idahopotato.com/plm-pos or through your category manager.

The Idaho® Potato 2023 display kit includes:

- 2 double-sided Idaho® Potato Lovers logo display signs
- 1 large and 2 small double-sided signs featuring an appetizing photo to decorate your display
- 2 inflatable Mylar® Idaho® Potato-branded balloons

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

Show Me the Prizes!

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

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

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



Enter for a chance to win a trip for 2
TO ATLANTIS
HOTEL & RESORT

Store Categories

Category 1
1-5
Registers

Category 2
6-9
Registers

Category 3
10+
Registers





DISPLAY CONTEST RULES

1. Your Idaho® Potato display must be in place for at least 1 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 productDisplays may not include potato products from other states.
3. Display point-of-sale (POS) materials must include 2023 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 1 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 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) salability of the display, and 3) Idaho® Potato Lovers Display Contest signage. The committee's decisions are final.
6. All entries must be received by the Idaho® Potato Lovers Display Contest Review Committee no later than April 15, 2023. Top winners will be notified by June 1, 2023, and all winners will be posted by June 15, 2023, on our website: 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 entrants by July 15, 2023, 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.
10. 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 all your hard work.
11. 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.
12. The Atlantis Hotel & Resort Sweepstakes Rules: All Idaho® Potato Lovers Display Contest entries will be automatically entered into the sweepstakes portion of this promotion. Grand prize consists of roundtrip airfare for two, 6 days/5 nights' accommodations at the Atlantis Royal, terrace view room, a meal allowance of up to \$300 per day including taxes and gratuities, plus \$1,000 to cover miscellaneous recreation and ground transportation costs. Approximate retail value (ARV) \$10,600. See complete details, and official rules, at 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. 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).



Scan to enter at idahopotato.com/plm-enter-now



2023 Idaho® Potato Lovers DISPLAY CONTEST ENTRY FORM

Enclosed is my qualified entry for the display contest.
Please send me the Brentwood® Stainless Steel Toaster Oven!

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 (no PO boxes allowed)

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, 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, 2023, to Idaho Potato Commission, PO Box 1670, Eagle, ID 83616, or if using an overnight mail service, send to 661 South Rivershore Lane, Suite 230, Eagle, ID 83616.

IDAHPOTATO.COM/RETAIL