

IDAHO



ENTER THE **IDAHO** POTATO LOVERS
2025 DISPLAY CONTEST

YOU COULD BE ONE OF

3 GRAND PRIZE WINNERS
OF A **VICTROLA**
JUKEBOX PACKAGE!

THE **ONLY** DISPLAY CONTEST WHERE
EVERYONE IS A WINNER!



All qualified participants will receive five pairs of limited-edition socks just for entering!





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

You could be **ONE** of **THREE**
Grand Prize winners of a
**VICTROLA
JUKEBOX PACKAGE!**

Every qualified participant will be entered into a random drawing to win a Potato Lover's Victrola Jukebox Package!

- 3-speed, belt driven turntable plays all your favorite vinyl records
- Wirelessly stream music from your Bluetooth enabled device, up to 33 feet away
- Control music from across the room with the included remote control
- Jukebox package includes a \$1,000 gift card to accessorize and start your vinyl record collection



All qualified participants will receive five pairs of limited-edition socks just for entering!

PUT YOUR CREATIVITY ON DISPLAY!

Create an irresistible product display that showcases the versatility of Idaho® potatoes 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 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 one week during the contest period of February 1 – March 31, 2025.

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.

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, including a chance to win one of three Victrola grand prize packages. 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, 2025.

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!



START ROCKING YOUR SALES WITH A FREE POS KIT!

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

The Idaho® potato 2025 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
- 6 Mylar® inflatable Idaho® potato balloons



Scan here or visit idahopotato.com/retail for point-of-sale clip art and mouthwatering recipes to enhance your display.

THE PRIZES	STORE CATEGORIES
<p>Each of the 3 store categories receives the following cash prizes:</p> <p>1st Place..... \$1,500 2nd Place..... \$1,000 3rd Place..... \$ 750 4th Place..... \$ 500 5th Place..... \$ 250</p> <p>Plus, 100 Honorable Mention Prizes of \$100 Each (selected from the remaining entries)</p>	<p>Category 1</p> <p>1–5 Registers</p> <p>Category 2</p> <p>6–9 Registers</p> <p>Category 3</p> <p>10+ Registers</p>





DISPLAY CONTEST RULES

1. Your Idaho® potato display must be in place for at least one (1) week during the contest period.
2. 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 product
 Displays may not include potato products from other states.
3. Display point-of-sale (POS) materials must include 2025 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 (1) per store and can be any size. It's not about how large or small the display is; it's about the creativity.
5. Display entries will be judged, and the Idaho® Potato Lovers Display Contest Review Committee will award prizes. Displays are judged on a point system based on the following criteria:
 - Use of fresh and dehydrated Idaho® potato products
 - Use of IPC-provided point-of-sale materials
 - Salability of the display
 - Creative elements
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 five (5) photo submissions accepted. **We are looking for quality photography (THINK QUALITY, NOT QUANTITY).** 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 available to US retailers only.
12. Victrola jukebox package grand prize cannot be switched out for the cash value. The Grand prize package includes:
 - Victrola jukebox
 - \$1,000 gift card for accessories and vinyl record collection

The Idaho Potato Commission covers delivery and ordering costs to the verified home address of winner. Limit one (1) prize per household. The grand prize winner must claim the prize within 30 days of notification. No substitutions allowed. If any prize becomes unavailable, the sponsor may replace it with one of equal or lesser value. Approximate retail value: \$2,500.

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 five (5) high-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).

The committee's decision is final.

6. All entries must be received by the Idaho® Potato Lovers Display Contest Review Committee no later than April 15, 2025. Top winners will be notified by June 1, 2025, and all winners will be posted by June 15, 2025, 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 31, 2025, subject to verification by the Idaho Potato Commission of all completed entry documents and applicable information.

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



2025 Idaho® Potato Lovers DISPLAY CONTEST ENTRY FORM

Enclosed is my qualified entry for the display contest. Please send me the rockin' retro 90s socks!

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 the 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, 2025, 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.

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