

WIN SOME GOLD!

Michigan Jonagold Display Contest

Display Rules:

1. Your Michigan Apple Jonagold display must be in place at least 1 week during the January 1 to February 28, 2012, contest period.
2. Display must be in the production section of the store. Qualifying display must include ALL of the following items:
 - Fresh Michigan Jonagold Apples (bag, bulk, or both) that have clear label showing the Michigan Apple logo and/or name;
 - Theme of display must be Jonagold specific;
 - Apple display must utilize Michigan Jonagold euro or master tray cartons
3. Display point-of-sale (POS) materials must include special-themed POS material from the Michigan Apple Committee (see examples on back of Michigan Jonagold marketing sheet). You may also create your own display support materials. www.michiganapples.com/point-of-purchase-order-form.html.
4. Display entries are limited to one per store.
5. Stores may enter more than one Michigan Apple Display Contest, however separate displays must be built for each category.
6. Display entries will be judged and prizes awarded by the Michigan Apple Committee Display Contest Review Committee. Entries will be judged on the following criteria: use of Michigan Apple Committee signage, creativity of the display, how the display incorporates any partner products, and perceived salability of the display. The committee's decisions are final.
7. All entries must be sent to the Michigan Apple Committee and postmarked no later than March 30, 2012. All winners will be notified by April 30, 2012, and posted on www.MichiganApples.com/retail-display.
8. 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 cash-prize winners.

Top Prizes:

1st Place: \$500

2nd Place: \$300

3rd Place: \$200

* First 50 entrants receive a free Michigan Apple T-Shirt.



WIN
IT!



9. All entries must include an official entry form, along with one or more photographs showing all the elements described in rule #2 above. If entering by postal mail, entry photos should have entrant's name, address, store name, email and business phone number on the back of each photo. While digital photos are encouraged, all photo formats will be accepted.
10. Information on the success of the promotion is encouraged; however this is not required nor is it a judging criterion.
11. The Michigan Apple Committee Display Contest Review Committee is not responsible for lost, misplaced or stolen entries. Entries become the property of Michigan Apple Committee and cannot be returned. Please keep a copy for your records.
12. By entering the contest, you give the Michigan Apple Committee your permission to use your entry for publicity or advertising purposes.
13. Contest is void where prohibited.

PURE MICHIGAN®

MICHIGAN JONAGOLD

Display Contest Entry Form:



Store Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Email: _____ Phone: (_____) _____

Display location: _____

Date Display started: _____ Date Display ended: _____

Estimated # of shoppers who viewed the display: _____

T-shirt size: S M L XL

Display was supported by: (Check all that apply.)

In-store circular ads In-store radio Recipe cards Other _____

Mail to Michigan Apple Committee, 13750 S. Sedona Parkway, Suite 3, Lansing, MI 48906