



MANGO MANIA DISPLAY CONTEST

**\$8,800 IN CASH PRIZES
PLUS**

**\$15 AMAZON GIFT CARD
FOR EACH ENTRY***

PLUS

**\$15 AMAZON GIFT CARD FOR
EACH ENTRY WITH TAJIN***

Build the mango mania in YOUR store during
July 2017 and you could WIN BIG!

STORE CATEGORIES

- 1 to 6 cash registers • 7 or more cash registers

STEP 1: Use the POS materials in the Mango Mania Kit, plus your own creativity to build an awesome mango display

STEP 2: Keep the display up for at least one week during the month of July

STEP 3: Submit your entry form and photos to the National Mango Board by August 18th, 2017

Visit mango.org/contest to order kits
and submit contest entries.

MANGO-NIFICENT PRIZES AVAILABLE!

Winners in each store category will receive these prizes:

- 1st Place\$1,000
- 2nd Place.....\$800
- 3rd Place\$600
- 4th Place\$400
- 8 Honorable Mentions...\$200 ea.

Add a ZING!
with Tajin

Include any Tajin product in your Mango Mania display and get a second \$15 Amazon digital gift card.*

Look for the Tajin samples in your Mango Mania contest kit so you can experience the flavor fiesta for yourself.



*See official rules for more details.

MANGO MANIA DISPLAY CONTEST OFFICIAL RULES

1. Only retailers and stores located in the 50 United States and Puerto Rico are eligible to enter.
2. Your Mango Mania display must be in place for at least one week (seven days) during the July 1 – July 31, 2017 contest period.
3. Displays must include at least one fresh, whole mango variety. Displays with multiple fresh mango varieties are encouraged.
4. Point-of-sale (POS) materials from one Mango Mania Kit per store may be used in the display. Do not order additional kits or additional POS materials from the National Mango Board. Entries will be disqualified if they use POS materials from more than one Mango Mania Kit, or if they use POS materials produced by the National Mango Board but not included in the kit.
5. Stores may create their own POS materials to supplement the contents of the Mango Mania Kit. Creativity is encouraged!
6. Only one entry per store location may be submitted.
7. Entries will be judged and prizes awarded by the National Mango Board and its agents. All decisions are final.
8. Entries will be judged on the following criteria: 50% overall visual appeal of the display, 25% creativity of the display, 25% effectiveness of the display in educating shoppers about mangos.
9. Sales results are required, but will not be considered in the judging criteria.
10. Entries must be received by the National Mango Board no later than August 18, 2017. Winners will be notified by September 26, 2017. Winners will be posted at mango.org/contest.
11. Online submission is strongly encouraged. Access the online submission form at mango.org/contest. All questions in the online submission form must be completed and display photos must be uploaded for the entry to be valid.
12. All physical (mailed) entries must include an official entry form or a photocopy, and the entry form must be complete and legible to be valid. Visit mango.org/contest to get the official entry form.
13. All entries must include at least one photo of the display. Up to five photos per entry will be accepted.
14. Photos must be submitted in digital format via a CD or USB jump drive, or uploaded via the online submission system at mango.org/contest.
15. The National Mango Board and the Mango Mania Display Contest is not responsible for lost, misplaced, or stolen entries. Entries become the property of the National Mango Board and will not be returned. Please keep a copy for your records.
16. By entering, you give the National Mango Board and Tajin permission to use the information included in your entry for publicity or advertising purposes.
17. Cash prizes will be awarded subject to your company's policies regarding distribution of such awards. Void where prohibited by company policy, or by law. It is the entrant's sole responsibility to confirm such policies or applicable laws.
18. If a winning entrant is no longer employed by the retailer at the time that prizes are issued, or if the retailer's rules prohibit prizes to individuals, the prize may be awarded to the company rather than an individual.
19. Taxes are the sole responsibility of prize winners.
20. Amazon digital gift cards will be issued in the form of a digital redemption code. One entry accepted per store (first entry received). One Amazon digital gift card for each valid entry PLUS a second Amazon digital gift card if the display includes Tajin. Amazon digital gift cards will be emailed to the address provided in the contest submission. At least one of the display photos in the entry must clearly show the Tajin product incorporated into the mango display to earn the second gift card.

MANGO MANIA DISPLAY CONTEST HELPFUL HINTS

- Build a display that's attractive, eye-catching and easy for customers to shop.
- Visit mango.org/retail to learn more about mangos, but do not order additional POS materials. Only one Mango Mania Display Contest Kit may be used per store.
- **Be sure your photos are in focus. Blurry photos can make a great display look just so-so.**
- Submit your entry online at mango.org/contest. The system is easy to use, and will be faster than mailing in your entry.
- If you must submit via mail, download the entry form at mango.org/contest and follow the instructions carefully.
- Digital photos are required for all entries, either via the online entry system, or by sending a USB jump drive or CD with your entry form.
- Before starting your online entry, gather the following information:
 1. The store name, address and phone number
 2. Your title and email address
 3. Number of registers in your store
 4. Number of stores in your chain
 5. Start date for the display in your photos
 6. End date for the display in your photos
 7. Mango sales for the display period listed
 8. Mango sales for the same period in 2016
 9. Are results stated in dollars, boxes, pounds or number of mangos
- Your online entry must be finished in one session, so be sure you have your digital photos and all of the information listed above ready to go before starting your entry.