

# Mango Mania Display Contest

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

**\$15 Gift Card  
FOR EACH ENTRY**

**\$15 Gift Card  
FOR EACH ENTRY WITH TAJIN**



**BUILD MANGO MANIA IN YOUR STORE DURING  
JULY 2018 AND YOU COULD WIN BIG!**

## HOW TO WIN

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

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

**STEP 3:** Submit your entry form and photos to the National Mango Board by August 6th, 2018

## STORE CATEGORIES

- 1 TO 6 CASH REGISTERS
- 7 OR MORE CASH REGISTERS

## 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

Add a ZING with 

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



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Visit [mango.org/contest](http://mango.org/contest)  
TO ORDER KITS AND SUBMIT CONTEST ENTRIES

\*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. There are two categories for entry: stores with six (6) or less registers and stores with seven (7) or more registers. Prizes will be awarded in each of the two categories.
3. Your Mango Mania display must be in place for at least one week (seven days) during the July 1 – 31, 2018 contest period.
4. Displays must include at least one fresh, whole mango variety. Displays with multiple fresh mango varieties are encouraged.
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 members, staff 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 and 25% effectiveness of the display e.g. educating shoppers about mangos and promotional appeal.
9. Sales results are required for eligibility, but will not be considered in the judging criteria.
10. Entries must be received by the National Mango Board no later than August 6, 2018. Winners will be notified by September 24, 2018. Winners will be posted at [mango.org/contest](http://mango.org/contest).
11. Online submission is strongly encouraged. Access the online submission form at [mango.org/contest](http://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](http://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 or uploaded via the online submission system at [mango.org/contest](http://mango.org/contest).
15. The National Mango Board and the Mango Mania Display Contest are 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 and photography 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. Digital gift cards will be issued in the form of a digital redemption code. Only one entry accepted per store (first entry received). One digital gift card for each valid entry PLUS a second digital gift card if the display includes Tajin.
21. Digital gift codes 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](http://mango.org/retail) to learn more about mangos.
- Be sure your photos are in focus.
- Submit your entry online at [mango.org/contest](http://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](http://mango.org/contest) and follow the instructions carefully.
- Digital photos are required for all entries.

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 2017
9. Clarify if results stated in dollars, boxes, pounds or number of mangos