

# Mango Mania



## DISPLAY CONTEST



**BUILD A BIG BEAUTIFUL MANGO DISPLAY  
IN JUNE 2019 AND *WIN!***

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### Cash Prizes Plus

*\$15 Digital Gift Card  
FOR EACH ENTRY*

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

Add a ZING  
with Tajin\*



\*Include any Tajin product in your Mango Mania display and get a second \$15 digital gift card. See official rules for more details.

### 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 .....\$500
- 2nd Place.....\$250
- 3rd Place.....\$100

Visit

[MANGO.ORG/CONTEST](http://MANGO.ORG/CONTEST)

### HOW TO WIN

**STEP 1:** Use your materials or the POS materials from the NMB POS inventory [mango.org/pos](http://mango.org/pos), and your own creativity to build an awesome mango display.

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

**STEP 3:** For added bonus points, post your entry photo on your social media channel, Facebook, Twitter or Instagram with the hashtag #MangoManiaDisplay.

**STEP 4:** Submit your entry form and photos to the National Mango Board by July 12, 2019.

# **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 for each of the two categories.
3. Your Mango Mania display must be in place for at least one week (seven days) during the June 1 – 30, 2019 contest period.
4. Displays must include at least one fresh, whole mango variety. Displays with multiple fresh mango varieties are even better.
5. Creativity is encouraged! Stores may use their own materials and/or POS materials on the National Mango Board web site, [mango.org/POS](http://mango.org/POS).
6. Only one entry per store location may be submitted. The first valid entry received will be eligible for the contest.
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. You can obtain an additional ten bonus points if you post your entry on any of these social media channels, Facebook, Twitter and Instagram, using the hashtag : #MangoManiaDisplay. Please be sure your account is public for your post to be counted.
10. Entries must be received by the National Mango Board no later than July 12, 2019. Winners will be notified by August 23, 2019. Winners will be posted at [mango.org/contest](http://mango.org/contest).
11. Submit entries online 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 entries must include at least one photo of the display. Up to three photos per entry will be accepted.
13. 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.
14. By entering, you give the National Mango Board and Tajin permission to use the information included in your entry for publicity or advertising purposes.
15. 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.
16. 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.
17. Taxes are the sole responsibility of prize winners.
18. Digital gift cards will be issued in the form of a digital redemption code. One digital gift card of \$15 will be issued for each valid entry PLUS an additional \$15 digital reward if the display includes Tajin.
19. Digital gift card 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 in order to earn the additional digital gift card.

# **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 and fully represent your display at its best.
- Submit your entry online at [mango.org/contest](http://mango.org/contest). The system is easy to use.
- 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
- Your online entry requires you to finish in one session, so be sure you have your digital photos and all information listed above ready to go before starting your entry.