

2017 FUMIGATION BANNER CONTEST

OBJECTIVE:

- Create a fumigation banner displaying the name and phone number of the termite company.
- Provide a visual display for neighbors and potential customers to find more information about a termite inspection and fumigation.
- Generate increased business by as much as 20%.

CONTEST DETAILS:

- Enter by submitting photos of your company's banner.
- All photos must be received by May 31, 2017. No late entries will be accepted.
- Only contest winners from the previous year are not eligible to participate (i.e., 2016 winners cannot participate in 2017).
- Any prior contest winners who do enter must submit different banners than their previous entries to be eligible.
- Banners must be used at multiple job sites, not only created for the contest.
- The contest announcement will appear in the PCOC NewsBriefs.
- Contest awards will be presented at the Pest Control Operators of California (PCOC) Expo 2017 in Anaheim from June 22-25, 2017.
- **See reverse side for contest rules.**

2016 WINNERS:



1ST PLACE



2ND PLACE



3RD PLACE



4TH PLACE



VIKANE

BANNER REQUIREMENTS:

- Banners must be at least 4' x 8'. Other common sizes include 3' x 10' and 4' x 12'.
- Banners must state the termite company name and phone number.
- Banners should have a distinguishable logo.
- Termite companies must display banners at a fumigation site or sites.
- Banners can only be displayed at jobs using Vikane® fumigant.

ADDITIONAL:

- Prime contractors who subcontract their work can have the fumigation company display the banners at their specific job(s).
- Subcontract fumigation companies can support the contest by displaying the banners.

PHOTO SUBMISSIONS:

- A sample photo of banners used on actual jobs.
- The photo must clearly show the name and phone number of the termite company.
- If a company has multiple branches, the participating branch location must be noted in the submission.
- Submissions can be made either by the termite company (Branch 3) or the fumigation company (Branch 1).
- Each contest participant MUST be a current member of Pest Control Operators of California.
- Submit photos of the banners displayed on a fumigation job to:

PCOC
ATTN: Sarah Conrad (sarah@pcoc.org)
3031 Beacon Blvd.
Sacramento, CA 95691

CONTEST JUDGING:

- The contest will be judged by Bader Rutter, a marketing agency.

BANNERS WILL BE JUDGED ON THE FOLLOWING:

- Basic requirements
- Ease of readability and understanding
- Professionalism

CONTEST AWARDS:

- Only the prime contractor will receive the award.
- Each termite company that submits a banner will gain access to a future web-based seminar conducted by Douglas Products. Invitations for the seminar will be sent after the contest ends and all submissions have been received.
- Four prizes will be awarded to four termite companies with the most outstanding banners, as follows:

- **1st Place: \$1,250**
- **2nd Place: \$1,000**
- **3rd Place: \$500**
- **4th Place: \$250**

