

March 1 - May 31

## Objective

- Create a fumigation banner that displays the name and phone number of the termite company.
- Provide a visual display where neighbors and potential customers will find more information and details on a termite inspection and fumigation.
- Generate additional business by as much as 20%!

## 2013 CONTEST WINNERS



## Contest Details

- Submit photos of your company's banner for entry into the contest.
- All photos must be received by May 31, 2014. Late entries will not qualify.
- Contest winners from 1 year prior are not eligible to enter the following year's contest (i.e. 2013 winners cannot participate in 2014).
- All prior contest winners must submit different banners to be eligible for the current year's contest.
- Banners must be used at multiple job sites (banners cannot be created for contest use only).
- The contest announcement will appear in the PCOC NewsBriefs.
- Contest winners will appear in the PCOC NewsBriefs.
- Winners of the contest will be featured in the Vikane® gas fumigant newsletter — Fumigation Update.
- Contest awards will be presented at the Pest Control Operators of California (PCOC) Annual Convention in Las Vegas, NV June 19-21, 2014.
- See reverse side for contest rules.

# 2014 FUMIGATION BANNER BONANZA CONTEST

## 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 can display banners at all of their fumigation sites.
- Prime contractors who subcontract out their work can have the fumigation company display the banners at their specific jobs.
- Subcontract fumigation companies can support the contest by displaying the banners.
- Banners can only be displayed at jobs using Vikane.

## Photo Submissions

- Contest submissions will be a sample photo of banners used on actual jobs.
- The photo must clearly show the name and phone number of the termite company.
- If the company is a multi-branch operation, 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 PCOC member.
- Submit photos of the banners displayed on a fumigation job to PCOC:

### PCOC

**ATTN: Jenai Zeringue (jenai@pcoc.org)**  
**3031 Beacon Blvd.**  
**Sacramento, CA 95691**

## Contest Judging

- A representative of the advertising agency, Bader Rutter & Associates, Inc., will be the judge of the banner contest.

## Banners will be judged on the following:

- Basic requirements
- Easily read
- Professionalism

## Contest Awards

- Awards will be given ONLY to the prime contractor.
- The four termite companies with the most outstanding banners will be given prizes in the following denominations:
  - 1st place: \$1,250
  - 2nd place: \$1,000
  - 3rd place: \$500
  - 4th place: \$250



*Solutions for the Growing World*

