

Vikane[®] Gas Fumigant

2011 PCOC Fumigation Banner Bonanza Contest

“LET’S DO IT AN EIGHTH YEAR IN A ROW”



First Place	\$1,250
Second Place	\$1,000
Third Place	\$500
Fourth Place	\$250

Objective:

To 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 percent!

Contest Advertisement:

- The **Banner Bonanza Contest** will run from **March 1 through May 31, 2011**.
- Photos **MUST** be received by May 31. Late entries will not qualify.
- Prior contest winners are not eligible to enter the following year's contest and must submit different banners once eligible.
- Prior contest honorable mentions can qualify for the program with the same banner.
- Banners must be used at multiple job sites (cannot be created only for contest use).
- The contest announcement will appear in the *PCOC NewsBriefs*.
- Contest winners also 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 Anaheim, Calif., June 23-25, 2011.

Contest Rules:

- Each contest participant MUST be a current PCOC member.
- Photos of the banners displayed on a fumigation job should be submitted to PCOC.
- Send the photos to:

PCOC

ATTN: Bill Gaither (billgaither@pcoc.org)

Fumigation Banner Contest

3031 Beacon Blvd.

Sacramento, CA 95691

Banner Basic Requirements:

- Banners must be large enough to be read by passers-by; 4'x8', 3'x10' and 4'x12' are common.
- Banners must state, at a minimum, the name and phone number of the termite company.
- Banners should have a distinguishable logo.
- Termite companies can have banners made and display them at all their fumigation sites.
- Prime contractors who subcontract out their work can have the fumigation company display the banners on their specific jobs.
- Subcontract fumigation companies can support the contest by displaying the banners.
- Banners must be from jobs using Vikane[®] gas fumigant.



Photo Submissions:

- Submissions will be a sample photo of banners used on actual jobs.
- The photo must illustrate the name and telephone number of the termite company.
- If the company is a multibranch operation, the branch location needs to be noted in the submission.
- Submissions can be made either by the termite company (Branch 3) or the fumigation company (Branch 1).

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 gift certificates of their preference in the following amounts as the first-, second-, third- or fourth-place winners.

First Place	\$1,250
Second Place	\$1,000
Third Place	\$500
Fourth Place	\$250

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Vikane is a federally Restricted Use Pesticide.
Always read and follow label directions.

