

Pest Control Operators of California

2013

FUMIGATION BANNER BONANZA CONTEST

March 1 - May 31, 2013

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%!



Contest Details

- Submit photos of your company's banner for entry into the contest.
- All photos must be received by May 31, 2013. Late entries will not qualify.
- Contest winners from 1 year prior are not eligible to enter the following year's contest (i.e. 2012 winners cannot participate in 2013).
- 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 Santa Rosa, CA June 27-29, 2013.
- See reverse side for contest rules.

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®.

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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



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