



2010 PROMOTION SHOWCASE

Show off a promotion from your store and win!

How to Enter

Present a promotion that your store ran between September 2009 and September 2010 with photographs, promotional materials, and a description of the event. Plus, let us know how well the promotion worked.

Present these entry materials on one 20 x 32" (or smaller) poster board for display at the 2010 WGA Innovation Expo and **show us what a great idea looks like!**

NEW Judging

Attendees at the Innovation Expo will select the winners. Each attendee will receive one voting chip to select their choice of promotions. The top three vote getters will be presented with these prizes:

First place, \$300

Second place, \$150

Third place, \$50

The WGA Board of Directors will present a special **\$100 Directors' Choice Award** to their favorite promotion.

Requirements

- Be a current WGA member.
- Mail or fax entry form by Friday, September 10, 2010.
- Projects must be set up by 11 am September 22, 2010. Projects will be on display for judging from noon to 4 PM on the floor of the Grocery Industry Trade Show. Materials must be dismantled by 5 PM on September 22. Materials remaining at 6:30 pm will be disposed of.

Suggested Materials

- Photos of Event
- POP Materials
- Summary explaining who, what, when, where and goals
- T-shirts, buttons, hats, balloons
- Ads, flyers, posters

WIN CASH!

1st Place \$300

2nd Place \$150

3rd Place \$50

Plus a special
\$100 Directors' Choice Award

Contact Name _____ Store Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____



Mail or fax your entry to WGA by Friday, September 10, 2010. Fax to (608) 244-9030. Mail to: Wisconsin Grocers Association, Inc. • One South Pinckney Street, Suite 504, Madison WI 53703
For more information contact WGA at (888) 342-5942 or www.wisconsin-grocers.com