



THE BIG HIT™ IS BACK! GET READY FOR ANOTHER SUCCESSFUL PLAYOFF-BOUND SEASON.

After a victorious 2009, The Big Hit Fall Baseball Program returns to help you score big with your consumers. Last year's inaugural program generated over 104MM consumer impressions, thanks to our media partnership with Turner Broadcasting and their MLB Postseason coverage on TBS, our online media, and our consumer sweepstakes.

The Mexican Hass Avocado Importers Association is dedicated to making The Big Hit 2010 another homerun, from providing quality displays and employee incentives to creating big consumer excitement about this new fall avocado occasion. And we'll bring it all home with another media run during MLB Postseason coverage on TBS!

TIMING

October 4-31, 2010

HOW IT WORKS

DISPLAY PROGRAM – BUILDING THE FAN BASE IN-STORE

We'll provide a tower display kit designed to drive avocado purchases AND reward your entire Produce Department.

For Your Consumers:

- Newly designed 5-foot tower highlights the Big Hit theme while improving sight-lines in your store
- Display promotes a sweepstakes in which consumers can enter online to win a sports/entertainment prize package*
- Tear-pads offer recipes and tips for selecting the perfect avocado

For Your Department:

- Each tower display includes a disposable camera
- Your team sets up the display and submits a photo via the included self-mailer
- The first 100 Produce Departments to submit win 4 MLB jersey tees featuring the team of your choice
- **ALL CONTEST ENTRANTS WILL BE ELIGIBLE TO WIN A TRIP FOR 2 TO THE 2011 WORLD SERIES**

AVOCADO LEAGUE 2010 – GETTING CONSUMERS IN THE GAME (SEPT-NOV)

The All-Star recipe promotion returns this year to find our next Avocado League MVP and to celebrate women's love for baseball and Mexican avocados.

- Consumers vote for their favorite Avocado League recipe from the 8 selected representatives
- Create an online buzz, encouraging entries and voting, with bloggers, Facebook, Twitter and theamazingavocado.com
- Last year over 9,000 votes were cast in just 3 weeks and over 7.5 million people were reached via print, TV and radio interviews promoting the contest

Don't miss out on the return of The Big Hit. Sign up today and take advantage of all the great benefits!

* Prize package subject to change





Due: 8/5 - or while supplies last.

USE ONE ORDER FORM PER SHIPPING ADDRESS, PLEASE.

PLEASE SHIP MY "THE BIG HIT" PROMOTIONAL KIT TO:

Retailer: _____
 Contact: _____
 Contact Phone #: _____
 Contact Email: _____
 # of Stores: _____
 Date Submitted: _____

TARGETED DISTRIBUTION CENTER ARRIVAL: WEEK OF 9/20/10
IN-STORE DATES: 10/4 - 10/31/10

SHIPPING INFORMATION

(Must be a physical address; no PO boxes, please. Complete one form per address if shipping to multiple locations.)

Shipping Contact: _____
 Contact Phone #: _____
 Contact Email: _____
 Company Name: _____
 Contact Address: _____
 Contact City, State, Zip: _____

DISPLAY SPECS & QUANTITY *Quantities are limited*

Shipper Description: Tower: 60"H x 18"W Bins: 26.25" x 26.25"

Pallet FAQs: Towers per pallet: Approx. 30---- Approximate weight per pallet: 350-400 lbs per skid
 Dimensions per pallet: Standard 4' x 4' pallet ---- Packing: Horizontally

Fax orders to 770-455-9926, or scan and email to esther@botsfordgroup.com
Please notify Esther that you have faxed. Questions? Call Esther at 404-295-7389



Artwork subject to change