



MAKE YOUR DISPLAY WITH

MAKE MY DAY

WIN TWO PLANE TICKETS TO WINTER INSTITUTE 2016!

*All participants will earn \$50 co-op credit and two runner-up winners will receive an additional \$100 co-op credit.**

We're excited to present our new and revolutionary, lightweight and on-the-go, interactive and customizable guidebook series. Help us to make this launch a splash with creative displays to highlight this fun travel tool.

1

Create a winning table or window display or end cap featuring Lonely Planet's new Make My Day series

2

Snap a photo of it and post it on your store website and tweet it with @lonelyplanetUSA and #lpmmd

3

Send your photo and the links to where you have posted it to britney.alvarez@lonelyplanet.com

FOR MORE DETAILS, SEE:

<http://www.lonelyplanet.com/blog/terms-and-conditions-lonely-planet-make-my-day-display-competition/>

TERMS AND CONDITIONS

Display must be maintained for the full month of May. Submit your photo anytime between May 1 - May 31, 2015. Winning display must feature at least four titles from Lonely Planet's new Make My Day series and incorporate the Lonely Planet-provided sign. A minimum purchase of 20 books is required. We can provide an acrylic display of your choice too!

GUIDEBOOKS



9781743606995



9781743606964



9781743606964



9781743606988



9781743607008



9781743607015

DISPLAYS



Holds 8 copies of any Make My Day guide to display on a counter or shelf

Mat. #: 821351
ISBN: 9781743608791



Holds 12 total copies (choose any 2 Make My Day guides to display on a counter)

Mat. #: 821352
ISBN: 9781743608807