



Official Rules for the SmileCon 2024 Button Quest

No Purchase Required to Enter or Win

1. Eligibility: The ADA SmileCon® 2024 Button Quest Sweepstakes (Sweepstakes) is open only to persons who: (a) are legal residents of one of the fifty (50) United States, the District of Columbia, or the U.S. Virgin Islands; (b) are eighteen (18) years of age or older and (c) collect each of the seven (7) different SmileCon® 2023 commemorative buttons available at SmileCon® 2023 as detailed below. Vendors of the American Dental Association ("ADA"), exhibitors at SmileCon® 2024, officers, directors, trustees, and employees of the ADA, or any affiliate of the ADA, as well as the immediate family (spouse, parents, siblings, and children) and household members of each such individual, are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law.

2. Sponsor: The Sweepstakes is sponsored by the American Dental Association, 211 East Chicago Avenue, Chicago, IL 60611 (Sponsor).

3. Agreement to Official Rules: Participation in the Sweepstakes constitutes Entrant's full and unconditional agreement to and acceptance of these Official Rules and the decisions of the Sponsor, which are final and binding. Winning a prize is contingent upon fulfilling all requirements of these Official Rules.

4. Sweepstakes Prizes: One (1) Grand Prize consisting of a Two Hundred Fifty Dollar (\$250.00) Amazon gift card (Grand Prize), one (1) Runner Up Prize consisting of a One Hundred Fifty Dollar (\$150.00) Amazon gift card (Runner Up Prize), and one (1) Honorable Mention Prize consisting of a One Hundred Dollar (\$100.00) Amazon gift card (Honorable Mention Prize) (collectively Prizes) will be awarded.

5. How to Enter: To enter the Sweepstakes, (a) visit the Info Desk in the Dental Central area of SmileCon® 2024 during the exhibition hours on October 17–19, 2024, look for the "Button Ambassador" and collect your first commemorative SmileCon® 2024 button; (b) during the SmileCon® 2024 exhibition hours on October 17–19, 2024, collect one (1) of each of the other seven (7) commemorative SmileCon® 2024 buttons from the Button Ambassadors at the following SmileCon® 2024 exhibition floor locations: ADA Hub, ADA Store, ADA Member Advantage booth, Podcast and Influencer Hub, Dental Team Hub, Innovation Hub, and the Future Meetings booth; and (c) take the seven (7) unique buttons collected to the Future booth, where your button collection will be checked and the entering individual's SmileCon® attendee badge will be scanned to enter you into the drawing for the Prizes. The Sweepstakes will close at 2:30 p.m. CT on October 19, 2024.

6. Drawings: At approximately 5:00 p.m. CDT on November 6, 2024, the Sponsor shall select the name of one (1) potential winner for each of the Grand Prize, Runner Up Prize and Honorable Mention Prize in a random drawing from all valid and eligible attendee badge scans made by the Sponsor at the Future booth up to closing of the Sweepstakes. Each Entrant selected shall be deemed to be the potential winner of the Prize for which the Entrant's name was drawn. Entrants need not be present to win. The Sponsor will attempt to notify the potential winners within fourteen (14) days of the drawing. The manner and timing of notification is at the discretion of the Sponsor and may be modified or adjusted in such a manner as the Sponsor deems to be appropriate in its sole and absolute discretion.

7. Odds: The odds of being selected to receive one of the Prizes depend on the number of entrants entered into the Sweepstakes.

8. Requirements of the Potential Winner: Except where prohibited, a potential winner may be required to complete and return an IRS Form W-9 (W-9) and an affidavit of eligibility and liability/publicity release (the Affidavit/Release) within seven (7) days of being notified. If the potential winner fails to return the W-9 and the Affidavit/Release within the required time period, an alternate entrant may be selected to receive the Prize in question in their place from a random drawing of all remaining eligible entrants.



9. Prize: Three (3) Prizes with an approximate retail value of Two Hundred Fifty Dollars (\$250.00) (Grand Prize), One Hundred Fifty Dollars (\$150.00) (Runner Up Prize), and One Hundred Dollars (\$100.00) (Honorable Mention Prize) will be awarded. The Prizes will be distributed to the potential winners upon receipt of the W-9 and the Affidavit/Release. Each Prize is not transferable and must be accepted as awarded. No substitutions other than those specified in these Rules may be made, except by the Sponsor, who reserves the right to substitute another prize of equal or greater value for any of the Prizes if the Prize or any portion thereof is not available for any reason as determined by the Sponsor in its sole discretion. The winner is responsible for any taxes and costs not specified above.

10. General Conditions: In the event that the operation, security, or administration of the Sweepstakes is impaired in any way for any reason, including, but not limited to fraud, virus or other technical problem, the Sponsor may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or (b) award the Grand Prize, Runner Up Prize and Honorable Mention Prize at random from among the eligible entrants entered into the Sweepstakes up to the time of the impairment. The Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and should such an attempt be made, the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. The Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law.

11. Release and Limitations of Liability: By participating in the Sweepstakes, individuals agree to release and hold the Sponsor and its officers, directors, trustees, employees, and agents, (the "Released Parties") harmless from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) printing errors; (c) lost or late Entry Forms; (d) errors in the administration of the Sweepstakes or the processing of entries; or (e) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from any Entrant's participation in the Sweepstakes or receipt of any prize. Individuals participating in the Sweepstakes further agree that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Sweepstakes, and in no event shall the Released Parties be liable for attorney's fees. Individuals participating in the Sweepstakes waive the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

12. Publicity. Each participant hereby grants to the Sponsor of the Sweepstakes unrestricted perpetual permission to use their name, voice, photograph or other likeness in any and all publications in any media now known or hereafter developed, including, but not limited to, JADA, ADA.org, ADA News, ADA New Dentist News, ADA Professional Product Review or the Internet, without compensation or notice, for any purpose, including, without limitation, the award of the Sweepstakes Prizes or publicizing the Sweepstakes, the Sponsor and/or Sponsor's business.

13. Disputes: Except where prohibited, each participant agrees that any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the State of Illinois. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, participants' rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Illinois, without giving effect to any choice of law or conflict of law rules (whether of the State of Illinois or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Illinois.

14. Sweepstakes Results: To request a copy of the Official Rules or the name of the winners, send the request together with a self-addressed stamped envelope to: ADA SmileCon® 2024 Button Sweepstakes Rules, American Dental Association, 211 East Chicago Ave., 21st Floor, Chicago, IL 60611. Requests must be received no later than three months after the conclusion of the Sweepstakes. A copy of the Official Rules is also found online at [SmileCon.org](https://www.smilecon.org).