

Official Rules for the ADA Catalog Giveaway

No Purchase Required to Enter or Win

1. Eligibility: The **ADA Catalog Giveaway** (Giveaway) is open only to persons who are: (a) legal residents of one of the fifty (50) United States, the District of Columbia or the U.S. Virgin Islands; (b) eighteen (18) years of age or older; and (c) current members in good standing of the American Dental Association (ADA) or an employee of a current ADA member in good standing. 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 Giveaway is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law.

2. Sponsor: The Giveaway is sponsored by the ADA Department of Product Development and Sales, (the ADA Catalog), 211 East Chicago Avenue, Chicago, IL 60611 (Sponsor).

3. Agreement to Official Rules: Participation in the Giveaway 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. Promotional Period: The Giveaway begins on Thursday, September 5, 2019 and ends at September 14, 2019 at 5:00 p.m. Central Time (the Promotion Period).

5. How to Enter: Entries may be completed by Stopping by the ADA Catalog Booth (Booth #827), picking up a free ADA toothbrush, and posting a photo of yourself with one of the free ADA toothbrushes to Instagram or Twitter by Sept. 14 with the hashtag #ADAFDI for a chance to receive either a \$100 ADA Catalog digital gift card or a CDT 2020 Kit. Entries must be posted by 5:00 p.m. Central Time on September 14, 2019. There is a limit of one (1) entry per person, and subsequent entries will be disqualified.

6. Drawing: On or about September 16, 2019, the Sponsor shall select the name of one (1) potential winner of a \$100 ADA Gift Card and one (1) potential winner of a CDT 2020 Kit in a random drawing from all valid and eligible entries posted to Instagram or Twitter that are received by Sponsor. Entrants need not be present to win. The Sponsor will attempt to notify the potential winner within ten (10) days of the drawing. The manner and timing of notification 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 depend on the number of eligible entries received.

8. Requirements of the Potential Winner: Except where prohibited, a potential winner may be required to complete and return 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 Affidavit/Release within the required time period, an alternate Entrant may be selected in his/her place from a random drawing of all entries received.

9. Prize: The first winner shall receive one (1) \$100 ADA Gift Card. The second winner shall receive a CDT 2020 Kit. The approximate retail value of each prize is One Hundred Dollars.

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 the prize if the prize is not available for any reason as determined by the Sponsor in its sole discretion. The winners are each responsible for any taxes and costs not specified above.

10. General Conditions: In the event that the operation, security, or administration of the Giveaway 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 Giveaway to address the impairment and then resume the Giveaway in a manner that best conforms to the spirit of these Official Rules, or (b) award the prizes at random from among the eligible entries received 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 Giveaway 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 Giveaway 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 Giveaway 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 Giveaway, entrants agree to release and hold the Sponsor and the officers, directors, trustees, employees, and agents of the ADA, (the "Released Parties") harmless from and against any claim or cause of action arising out of participation in the Giveaway or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Giveaway; (b) printing errors; (c) lost, late, postage-due, misdirected, or undeliverable mail; (d) errors in the administration of the Giveaway 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 entrant's participation in the Giveaway or receipt of any prize. Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Giveaway, and in no event shall the Released Parties be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

12. Publicity. Entrants hereby grant to the Sponsor of the Giveaway unrestricted perpetual permission to use his or her 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 News Today, ADA Professional Product Review or the Internet, without compensation or notice, for any purpose, including, without limitation, the award of the Prize or publicizing the Giveaway, the Sponsor and/or Sponsor's business.

13. Disputes: Except where prohibited, Entrant agrees that any and all disputes, claims and causes of action arising out of, or connected with, the Giveaway 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, Entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Giveaway, 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. Giveaway Results: To request a copy of the Official Rules or the names of the winners, send the request together with a self-addressed stamped envelope to: Giveaway Rules, Product Development and Sales, American Dental Association, 211 E Chicago Ave, Chicago, IL 60611. Requests must be received by December 31, 2019. Copies of the Official Rules will also be available during ADA 2019 at the ADA Catalog booth (#827) at the ADA Member Center in Moscone Center South, 747 Howard St, San Francisco, CA 94103 from September 5-7, 2019.