



MakerFest Bottle Hack Challenge Presented by Absolut
Compete for a grand prize of a trip to Toronto to showcase your work at the Grand Finale Concert Event

Contest Rules & Regulations

1. **ELIGIBILITY:** The sponsor of this contest is Corby Spirit and Wine Limited (the “Sponsor”). **To enter and be eligible to win**, each person of the Entrant Team must comply with these Contest Rules & Regulations. The ‘Bottle Hack’ must be officially registered no later than one (1) week prior to each regional ‘Gallery’ event. Bottle Hacks should be built to be approximately 2 feet wide and 3 feet tall. A digital photograph and name of each entry must be submitted via email to *H+K Strategies*, the official PR agency of the “Sponsor” at (absolut.maker@hkstrategies.ca). Each person of an Entrant Team must be a legal resident of, and legal drinking age in his/her province of residence, and must not be an employee, officer or director of, or member of the immediate family or domiciled with an employee of an officer or director of any of the following: the Sponsor, provincial liquor boards, provincial liquor agencies, retailers (the “Provincial Liquor Authorities”), liquor licensees, the promotion agency prize suppliers, or their respective agents, affiliated or associated companies. Void where prohibited by law.

2. **HOW TO ENTER:** To enter the competition (the “Contest”), each person of the Entrant Team must:
 - This is an open challenge to the public in Vancouver, Montreal and Toronto. Each Entrant team must register for the contest via email (absolut.maker@hkstrategies.ca). Each Entrant Team will receive \$200 towards supplies and product, along with a gift card to purchase a 750mL signature Absolut bottle, (“set participation supplies”). The Sponsor reserves the right in its sole discretion to disqualify any Entrant Team it determines in its sole discretion to have neglected, failed or refused to use the participation supplies.
 - Limit one (1) entry per Entrant Team and one (1) set of participation supplies per Entrant Team.
 - This is an open challenge to the public in Vancouver, Montreal and Toronto.
 - The Contest entry period commences at 12:00 a.m. Eastern Time (EDT) on May, 08, 2014
 - Submissions must be received by 11:59 p.m. EDT no later than 1 (one) week prior to each regional ‘Gallery’ event (“Contest Closing Date”)
 - Toronto Gallery event: June 5, 2014
 - Montreal Gallery event: June 12, 2014
 - Vancouver Gallery event: June 26, 2014
 - A maximum of ten (10) teams per Vancouver, Montreal and Toronto will be accepted to participate. Teams will be taken on a first come, first served basis.

- Although each person on the Entrant Team is encouraged to drive awareness to the Bottle Hack, each person on the Entrant Team is prohibited from offering inducements to members of the public to vote for the Entrant Team's submission including vote farming, offering gifts, entertainment, favours, cash or any other inappropriate activity that artificially inflates the number of votes as determined by the Sponsor in its sole discretion.
- One (1) representative from the Entrant Team must be available for travel during the month of August 2014
- The representative must have valid photo I.D. for travel out-of-province
- The "Bottle Hack" and digital photograph must be appropriate for general family viewing and must not in the sole discretion of the Sponsor suggest violent, aggressive, illegal, dangerous, sexual, anti-social, unethical or any other inappropriate content.
- The Bottle Hack and digital photograph must be an original work created by the Entrant Team. Submissions will be returned to the Entrant Team.
- Complete contest rules and regulations are available <http://absolutcanada.tumblr.com>

3. NO PURCHASE NECESSARY.

- 4. WINNER SELECTION:** Entrant Teams who compete in the MakerFest "Bottle Hack" Challenge will be judged on premise on Originality and Creativity via Twitter, with oversight and final discretion by Absolut and its agency partners. Votes will be cast by the general public by posting a photo and/or name of the 'Bottle Hack' as a hashtag to Twitter @AbsolutCanada. The Entrant Team with the highest total number of votes via Twitter at each regional 'Gallery' event will be considered the winner of the region's Grand Prize. The Grand Prize Winners will be declared within 24 hours of the regional 'Gallery' event and will be notified by telephone. To be declared a regional winner, each person of the Entrant Team with the highest number of votes via Twitter will have to sign a release form and must comply with these Contest Rules & Regulations. The odds of winning will depend on the total number of eligible entries and the skills of other Entrant Teams. In the event a selected Entrant Team is disqualified from eligibility, the Entrant Team with the next highest number of votes via Twitter will be eligible to win the Grand Prize and the Sponsor shall be fully and completely released and discharged from any liability or responsibility to the first selected entrant(s) in this regard. All decisions of the Sponsor and the prize supplier are final.
- 5. PRIZE:** There will be one (1) Grand Prize awarded per region (three (3) regions in total; Vancouver, Montreal and Toronto) consisting of an entry into the MakerFest Finale Concert presented by Absolut on August 23, 2014. The Montreal and Vancouver Grand Prize also consists of a trip for one (1) person to Toronto, Ontario, consisting of: return economy airfare for one (1) person from Toronto International Airport, transportation to/from the event to the hotel, hotel accommodations for two (2) nights and three (3)

days, \$250 for transfers to and from airport, designated entertainment. The retail value of the Grand Prize is approximately \$2,500 CDN based on a Vancouver departure, along with a \$1,000 purse. The Grand Prize winner must have all necessary travelling documentation and a valid credit card upon check-in at hotel. Each Grand Prize winner is responsible for all other expenses not specifically described herein, including but not limited to, any additional transportation cost to the departure airport, transportation from the return airport, any entertainment over and above the MakerFest Concert Event, souvenirs, and local and long distance telephone calls. Travel arrangements will be made through the Sponsor's agent and will not be rescheduled or substituted once booked. No responsibility is assumed by the Sponsor for cancelled, delayed, suspended or re-scheduled events or travel after ticketing for any reason whatsoever beyond its control. The Grand Prize winners are responsible for paying all taxes, fees and surcharges associated with travel at the time of booking. Air travel cannot be changed and is non transferable. The Prize must be accepted as awarded, is not transferable except at the sole discretion of the Sponsor and cannot be converted to cash. The Grand Prize winners shall not be entitled to receive, in cash, certificate or otherwise, the balance of any amount representing the difference of the Grand Prize retail value and actual cost. The Sponsor, as applicable, has the right to substitute a prize of equivalent value in the event of unavailability due to reasons beyond its control.

6. **APPLICABLE LAW:** The contest is subject to all applicable Federal, Provincial and Municipal laws and regulations. The Contest will be run in accordance with these Rules, subject to amendment by the Contest Sponsors and approval of the Régie des alcools, des courses et des jeux du Québec ("Régie"). Any dispute arising in connection with this Contest shall be adjudicated in the applicable court in Toronto, Ontario. For residents of Quebec, any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie for a ruling and any litigation respecting the awarding of the prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.
7. **PERSONAL INFORMATION:** By entering the contest or accepting a prize, entrants consent to the collection, use, storage and distribution of their personal information, including without limitation their name, address, telephone number, age and/or photograph by the Sponsor in reference to all matters related to this contest or in any publicity carried out by them without compensation and agree to abide by the contest rules and the decisions of the Sponsor, which are final. Such information is stored for only so long as required to complete the purpose for which it was collected. An entrant's personal information shall not be provided to any third party by the Sponsor without the entrant's consent. If an entrant would like that personal information removed from the Sponsor's database at the conclusion of the contest, send this request via email to H+K Strategies (absolut.maker@hkstrategies.ca).
8. **REPRESENTATIONS:** By entering the contest, each person on the Entrant Team represents, acknowledges, and warrants that the submitted "Bottle Hack" is an original

work created by the Entrant Team and that it does not infringe on the copyrights, trademarks, moral rights, intellectual property rights or any other rights of any other person or entity. No other person or entity has any right, claim, title, or interest in the Bottle Hack or digital photograph.

- 9. RELEASE AND INDEMNIFICATION:** By entering the contest, each entrant releases and holds harmless the Sponsor, the Provincial Liquor Authorities, liquor licensees, prize suppliers, their respective agents, representatives, affiliated and associated companies, and all of their respective directors, officers and employees (“Releasees”) from any and all liability for injuries, loss or damage of any kind whatsoever, including without limitation, personal injury, death or property damage resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any prize, participation in this contest, or participation in any prize related activity and agrees to fully indemnify the Releasees from claims by third parties without limitation.

If any submissions contain materials or elements that are not owned by the Entrant Team and/or are subject to the rights of third parties, the Sponsor in its sole discretion shall request that each person on the Entrant Team provide a signed release from any relevant person or entity authorizing the Sponsor to reproduce, distribute, display and create derivative works in connection with the Contest no later than five (5) days after the date of the request.

- 10. RELEASE:** Before being declared a winner, the selected entrant will be required to sign one or more declaration, indemnity and release forms in a form acceptable to the persons listed below, confirming compliance with the contest rules and acceptance of a prize as awarded and indemnifying and releasing the Releasees from all liability of any kind in connection with this contest or occurring as a result of the Grand Prize being awarded.
- 11. GENERAL:** The Sponsor assumes no responsibility for entries that are lost, delayed, destroyed or misdirected for any reason whatsoever. The Releasees shall not be responsible for any errors, negligence, losses or damages of any nature whatsoever that may arise or occur in connection with participation in this contest or acceptance of a prize. The Sponsor may modify or withdraw this contest, without liability if any printing/production errors occur, without public notice. The Sponsor reserves the right to modify the Contest Rules & Regulations without materially affecting the terms and conditions hereof. 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 contest or to be acting in violation of the Contest Rules or otherwise in a disruptive manner. Any attempts to deliberately damage any web site or to undermine the legitimate operation of this contest is a violation of criminal and civil laws and should such an attempt be made the Sponsor reserves the right to seek remedies and damages to the fullest extent of the law.

12. PROVINCIAL LIQUOR AUTHORITIES: The Provincial Liquor Authorities are not connected with this contest in any manner whatsoever, and are not liable in any way whatsoever in regard to any matter that relates to this contest.

13. Please enjoy our products responsibly.