

Official Rules for the ADA Member Advantage 2024 Catalog Sweepstakes

ALASKAN CRUISE FOR TWO

No Purchase Required to Enter or Win

1. Eligibility: The **ADA Member Advantage 2024 Catalog Sweepstakes – ALASKAN CRUISE FOR TWO** (Sweepstakes) 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). 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 ADA Business Enterprises, Inc., 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. Promotional Period: The Sweepstakes begins on January 1, 2024 and ends at 12:00 a.m. (CST) on March 31, 2024 (the Promotion Period).

5. How to Enter: There are three (3) separate ways to enter this Sweepstakes: (1) Entries may be completed by filling out the entry form found at ada.org/cruisealaska and submitting the completed form; (2) Entries may also be made by emailing Entrant's name and address to adamemberadvantage@ada.org; or (3) Entries may be made by mailing Entrant's name and address to ADA Member Advantage, 211 E. Chicago Ave., Chicago, IL 60611. No purchase is necessary to enter. Entries must be received by 12:00 a.m. (CST) on March 31, 2024, to be included in the Sweepstakes. There is a limit of one (1) entry per person, and subsequent entries will be disqualified.

6. Drawing: On or about April 15, 2024, the Sponsor shall select the name of one (1) potential winner in a random drawing from all valid and eligible entries received by Sponsor. Entrants need not be present to win. The Sponsor will attempt to notify the potential winner within seven (7) 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:

(a): The prize winner shall receive one (1) trip for two (2) on the Norwegian Bliss cruise ship to Alaska (the Grand Prize) consisting of up to two (2) nonrefundable airplane tickets, a balcony room for two (2) for seven (7) nights, all meals included, additional onboard credits and incidentals as appropriate. Winner may choose from a selection of travel dates available.

Travel must be completed within one (1) year of the winner's notification of the award. The approximate retail value of the Prize is Five Thousand Dollars (\$5,000.00).

(b): As an alternative to the Prize, a prize winner may elect to receive a cash award in the amount of Three Thousand Dollars (\$3,000.00).

(c): The Grand 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 Grand Prize if the Grand 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 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 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 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, entrants 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, late, postage-due, misdirected, or undeliverable mail; (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 entrant's participation in the Sweepstakes 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 Sweepstakes, 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 Sweepstakes 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 Sweepstakes, 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 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, Entrant's 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 names of the winners, send the request together with a self-addressed stamped envelope to: 2024 Catalog Sweepstakes Rules, ADA Business Enterprises, Inc., 211 East Chicago Ave., Suite 1180, Chicago, IL 60611. Requests must be received no later than three months after the end of the Promotional Period. A copy of the Official Rules is also found online at www.ada.org/cruisealaska.