

**AUTOMOBILE DEALERS ASSOCIATION OF MEGA
MILWAUKEE (ADAMM)
The GREATER MILWAUKEE AUTO SHOW
MILWAUKEE BUICK GMC DEALERS
GRAND PRIZE GIVEAWAY OFFICIAL RULES**

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS
GIVEAWAY.**

A purchase will not improve chances of winning. FINALISTS MUST BE PRESENT TO WIN.

CONSUMER DISCLOSURE

You have not yet won.

OPEN ONLY TO ADULTS WHO ARE AT LEAST 18 YEARS OLD AS OF THE DATE OF ENTRY
AND HAVE A VALID DRIVER'S LICENSE AND PROOF OF INSURANCE.

The Automobile Dealers Association of Mega Milwaukee (ADAMM) and The Milwaukee Buick GMC dealer group LMA ("Sponsors") are giving away **PRIZE:** Grand Prize (1): \$20,000 toward the purchase OR 2-Year, 24,000 mile Lease on a 2017 Buick Envision OR 2017 GMC Acadia. (Approximate \$20,000.00 at The 2017 Greater Milwaukee Auto Show (the "Auto Show") pursuant to these rules and restrictions (the "Official Rules"). By entering this Buick GMC Grand Prize Giveaway (the "Promotion"), entrants accept and agree to be bound by these Official Rules. Any violation of these rules may result in disqualification, at Sponsor's discretion. Winning a prize is contingent on upon fulfilling all requirements set forth herein. All decisions of Sponsor regarding this Promotion are final and binding in all respects.). There is no prize substitution or cash equivalent

1. **Promotion Period.** The Promotion begins at 10:00 a.m. CST on February 25, 2017 and ends at 3:15 p.m. CST on March 5, 2017 when all entries must be received in accordance with Section 4 below (the "Promotion Period").
2. **Prize Description.** There will be one (1) grand prize winner. The Grand Prize (1): a 2-Year, 24,000 mile Lease on a 2017 Buick Envision OR 2017 GMC Acadia, or \$20,000 toward the purchase (Approximate \$20,000.00) as more fully described in **Exhibit A** attached hereto (a "Prize"). Insurance, license and registration fees, and applicable taxes are not included in any Prize. The winner is responsible for all costs associated with receiving the Prize, including automobile insurance, plate fees, license fees, and sales tax. The prize vehicles displayed at the Auto Show may be a representative of the make and model of the Prize and may or may not be the actual vehicle that is awarded to the prize winner. Sponsors shall not be responsible for delays in availability of the Prize; final awarding of the Prize is subject to availability. Sponsor shall use all reasonable efforts to award each Prize within seven (7) business days after receipt of an Affidavit of Eligibility and Liability and Publicity Release Form from the winner. The winner must personally retrieve his/her Prize within 18 days of notification of the grand prize drawing and must present proof of valid Driver's License and car insurance coverage.
3. **Eligibility.** This Promotion is only open to adults who are at least 18 years old as of the date of entry and have a valid driver's license, proof of insurance and qualifying credit to take delivery provided, however, that the following individuals are not eligible to participate in the Promotion: (a) officers, directors, members, and employees of Sponsors or any other party compensated for the development or administration of this Promotion including dealership personnel, product specialists and manufacturers; and (b) the immediate family members (i.e., parents, children, siblings, spouse) of and persons residing in the same household as the individuals listed in (a) above. This Promotion is void where prohibited.

4. **How to Enter.** Electronic entry forms will be made available at the auto show at the Buick GMC contest display or where the grand prize vehicle is on display. No purchase is necessary for attendees of the auto show to participate in the grand prize drawing. All contestants will enter the grand prize contest by entering their personal data into the tablets located at the site of the vehicle. Only completed entries made at the location of the contest vehicle will be accepted. Mechanically reproduced entries or those submitted manually are not allowed. Sponsor is not responsible for lost, damaged, illegible, incorrect or otherwise incomplete entries. All entries become the property of IMP and will not be acknowledged or returned other than to notify the finalists each day. Limit one entry per day per person during the auto show. In the event a contestant is selected as a finalist for a particular day, that contestant will not be eligible to be selected as a finalist for any other days of the promotion. In the event of a dispute, entries will be deemed made by the authorized account holder of the email address submitted at the time of entry.

Winner Selection and Notification. On Monday, Tuesday, Wednesday, Thursday and Friday of the auto show, two contestants will be randomly selected from the pool of entries submitted at the contest display as the finalists for that particular day. On Saturday, February 25, Sunday, February 26 and Saturday, March 4, and Sunday March 5, four contestants will be randomly selected from the pool of entries submitted at the Buick display as the finalists for each particular day. The administrators will make an attempt to contact the potential winners via Email or text or by phone call within 24 hours from time of being selected as a finalist. If administrator is unable to reach a potential winner within this time frame, he/she will be disqualified and an alternate winner will be selected. On Sunday, March 5, 2017, the four randomly selected finalists will be determined at 3:20 PM CST. And attempted to be contacted. One attempt will be made by phone call, text message or email. If administrator is unable to reach a potential winner within this time frame, he/she will be disqualified and an alternate winner will be selected. Final selection for the Grand Prize winner will be made at or near 5:00 PM CST at the site of the vehicle. All finalists must be present in person and may not send a representative or proxy to appear on their behalf. Finalists will be notified daily by phone call, text and/or email via the information provided on the entry form when they entered the contest. All finalists are required to be present at the auto show on Sunday, March 5 and will not be charged admission to the auto show for the final drawing. Passes will be made available to all finalists on the final day of the auto show at the show office. All **finalists must register at the** contest display or at the site of the vehicle no later than 4:00 PM CST to be eligible.

The method of awarding the grand prize will be as follows:

- After each finalist has been notified via e-mail or text and confirmation call to attend the event, the finalist will sign in at the event when they arrive.
- Each finalist will have a sign in number on the final day.
- These sign in numbers will be randomly selected as to the order in which the finalist is chosen to select a numbered envelope from 1-26 (or whatever the final number of contestants will be)
- We will parade from the registration site to the Buick display.
- As selected by random number, the finalist will choose an envelope, open it and walk up to the Grand Prize kiosk to scan the card. The scan will activate the game and the video will land on the appropriate space on the wheel determined by each card.
- Each card will have a prize with only one of the cards being the grand prize winner. Cards are placed in envelopes randomly prior to the final game, the envelopes are randomly numbered and placed out for finalist selection.

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5. In the event that the winner does not take delivery of the vehicle within 18 business days of the drawing will result in forfeiture and ADAMM will draw one of the alternates name from the finalists who registered and were present on Sunday, March 5, 2017. Any telecom carrier's standard mobile and messaging rates apply. ADAMM, LMA or contest administrator will not be liable for any delays in the receipt of any SMS messages as delivery is subject to effective transmission from the finalist's mobile service provider. The grand prize winner shall be selected by a random process. All finalists in attendance on Sunday, March 5, 2017 who do not win the grand prize will win a prize as provided by ADAMM. Set up and delivery to the winner, will be provided by the closest Buick or GMC LMA member to the winner determined by zip code.

6. **Taxes.** All federal, state and/or local income and other taxes, including license and registration fees, are the winner's sole responsibility. The winner may be required to sign an IRS Form 1099 or the equivalent upon acceptance of his/her Prize.

7. **Odds of Winning.** The odds of winning this Promotion depend on the number of eligible entries received. A purchase will not improve chances of winning.

8. **No Prize Transfer or Substitution.** No Prize or any portion thereof is transferable or redeemable for cash. Any portion of the Prize that is not used is forfeited. There shall be no substitutions for any Prize except by Sponsor, in which case a prize of equal or greater value may be substituted.

9. **Consent and Release.** By entering the Promotion, each entrant releases and discharges Sponsors and any other party associated with the development or administration of this Promotion, their parent, subsidiary, and affiliated entities, and each of their respective officers, directors, members, shareholders, employees, independent contractors, agents, representatives, successors and assigns (collectively, the "Released Parties"), from any and all liability whatsoever in connection with this Promotion, including without limitation legal claims, costs, injuries, losses or damages, demands or actions of any kind (including without limitation personal injuries, death, damage to, loss or destruction or property, rights of publicity or privacy, defamation, or portrayal in a false light) (collectively, "Claims"). Except where prohibited: (a) entry into the Promotion constitutes the consent of each entrant, without further compensation, to use his/her name, likeness, biographical data, and contact information for editorial, advertising, marketing, publicity, and administrative purposes by Sponsor and/or others authorized by Sponsor; (b) acceptance of the Prize constitutes a release by any winner of the Released Parties of any and all Claims in connection with the administration of this Promotion and the use, misuse, or possession of the Prize; and (c) any potential winner will be required to complete an Affidavit of Eligibility and Liability and, unless prohibited by law, a Publicity Release form. If a potential winner fails to execute and return the Affidavit/Release, or if he/she is otherwise ineligible to receive the prize, that potential winner will be deemed ineligible. Affidavits and releases must be returned within five (5) days from the date that Sponsor selects the potential winner.

9.1 Each promotion entrant acknowledges and agrees that the Milwaukee Auto Show and Milwaukee Buick GMC Dealers shall have the right (subject to applicable law) to (i) analyze and use his/her name, address, and biographical information (the "information") for any and all purposes, including, without limitation, sending advertising and promotional materials to each entrant and for any other advertising, marketing and promotional purposes; and (ii) to share the information with third parties for their advertising, marketing and promotional purposes or for any other purposes. Each entrant also acknowledges that he/she shall have no right of approval of any use of the information as permitted hereunder; and agrees to release in perpetuity the Milwaukee Auto Show and Milwaukee Buick GMC Dealers and administrators of the contest from any claims, demands, losses and liabilities of any nature arising out of or in any way connected with the information and the use thereof as permitted hereunder, including, but not limited to, claims of false endorsement or infringement of rights of publicity or privacy.

Acceptance of prize constitutes permission to use winners' names, photographs and likenesses in any media, including the world wide web, for any purpose in perpetuity without further compensation except where prohibited by law. Under no circumstances should entrants give their credit card account number, or any information regarding their account, over the phone in connection with this sweepstakes. Winner will provide legal name, address, and social security number prior to awarding the prize. Entrants agree to be bound by these Official Rules and the decisions of the administrator.

10. Disclaimers.

i. Sponsor is not responsible for entries that are lost, late, misdirected, incorrect, garbled, or incompletely received, for any reason.

ii. Sponsor, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of the tablets or otherwise attempting to undermine the legitimate operation of the Promotion.

iii. Sponsor reserves the right to cancel, terminate or modify the Promotion if it is not capable of completion as planned, including without limitation by reason of infection by computer virus, bugs, tampering, unauthorized intervention, force majeure or technical failures of any sort.

iv. Sponsors, administrators are not responsible for errors in the administration or fulfillment of this Promotion, including without limitation mechanical, human, printing, distribution or production errors, and may cancel, terminate or modify this Promotion based upon such error at its sole discretion without liability.

v. In the event this Promotion is cancelled or terminated, pursuant to subsection (c) or (d), Sponsor, in its sole discretion, may elect to hold a random drawing for the Prize from among all eligible entries received up to the date of discontinuance.

vi. SPONSOR MAKES NO WARRANTIES, REPRESENTATIONS OR GUARANTEES, EXPRESS OR IMPLIED, IN FACT OR IN LAW, REGARDING THIS PROMOTION OR THE MERCHANTABILITY, QUALITY OR FITNESS FOR A PARTICULAR PURPOSE REGARDING ANY PRIZE OR ANY COMPONENT THEREOF.

vii. ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE THE TABLET OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION MAY BE A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING WITHOUT LIMITATION ATTORNEYS' FEES) FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

viii. The value of each Prize set forth on **Exhibit A** represents Sponsor's good faith determination of the approximate retail value thereof. The actual fair market value as ultimately determined by Sponsor is final and binding and cannot be challenged or appealed. In the event the stated approximate retail value of a Prize is more than the actual fair market value of such Prize, the difference will not be awarded in cash or otherwise. No substitution or compensation will be given for any portion of a Prize that is not used.

11. **Applicable Laws and Jurisdiction.** This Promotion is subject to all applicable federal, state, and local laws and regulations. Issues concerning the construction, validity, interpretation and enforceability of these Official Rules shall be governed by the laws of the State of Wisconsin, without regard to any principles of conflict of laws. All disputes arising out of or connected with this

Promotion will be resolved individually, and without resort to class action, exclusively by a state or federal court located in Milwaukee, Wisconsin. To the extent permitted by applicable law, all judgments or awards shall be limited to actual out-of-pocket damages (excluding attorneys' fees) associated with participation in this Promotion and shall not include any indirect, punitive, incidental and/or consequential damages.

12. **Winner List.** For the name of the winner, send a self-addressed stamped envelope, within six (6) months of the contest Date March 5, 2017 to: Greater Milwaukee Auto Show Buick Giveaway, 10810 West Liberty Drive, Milwaukee, WI 53224.

13. **Sponsorship /Administrator.** This Promotion is sponsored by The Automobile Dealers Association of Mega Milwaukee, Greater Milwaukee Buick GMC dealers and administrated by IMP, LLC

EXHIBIT A

The Grand Prize (1): \$20,000 toward the purchase OR 2-Year pre paid
24,000 mile Lease on a 2017 Buick Envision OR 2017 GMC Acadia.