

## **NY NOW® BUYER BUCKS OFFICIAL RULES**

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### **OFFICIAL RULES**

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCE OF WINNING.**

- 1) Eligibility; Method to Enter; Start and End Dates:** The “NY NOW® Buyer Bucks” Sweepstakes (the “Sweepstakes”) is offered only to selected pre-registrant attendees who are emailed a non-transferrable coupon and then attend the NY NOW summer 2017 market, which takes place from August 19-August 23, 2017 at the Jacob K. Javits Convention Center in New York, NY. Entrants must drop off their official entry forms at the Information Booth in the Crystal Palace (main lobby, level 3) of the Javits Convention Center from 8 a.m. Saturday, August 19 through 10:30 a.m., Tuesday, August 22, 2017 for a chance to win. No entry fee, payment, or proof of purchase is required to enter the Sweepstakes. All other NY NOW 2017 participants and all other persons are not eligible to enter. Entrants may not enter under multiple identities or use any other device or artifice to enter multiple times. Limit one **(1) entry per eligible person. By participating you agree to these Official Rules and the decisions of the Sponsor, which are final and binding in all matters relating to this Sweepstakes. Void where prohibited.**

  - a) Free Method of Entry During the Eligibility Period,** hand print your name, company, title, address, phone number, email address, age, and the title of this sweepstakes (as set forth above) on a 3" x 5" piece of paper, along with a printout of your submission, and mail it in an envelope with proper postage to Mr. Alex Vallejo, NY NOW BUYER BUCKS Sweepstakes, Emerald Expositions, 1133 Westchester Ave, Suite N136, White Plains, NY 10604. For your mailed-in entry received by Sponsor during the Eligibility Period, you will receive one entry into the Sweepstakes drawing.
- 2) Drawing:** Drawings of redeemed coupons will take place each day from Sunday, August 20-Tuesday, August 22, 2017 at 10:30 a.m. In total, seventy-eight (78) winners will be randomly selected by Sponsor from among all eligible entries submitted. Should the winner not be present at the time of drawing, the winner will be notified by e-mail or cell phone of their win with instructions on how to pick-up the “NY NOW® Buyer Bucks” they won by the close of the market the day the ticket was drawn. Buyer Bucks must be picked up in person by the winner, and winners must present a valid attendee badge for the summer 2017 market on the day their ticket is drawn. If the winner cannot pickup their Buyer Bucks in person by the close of the market on the day their coupon is drawn, their Buyer Bucks will be forfeited and may be awarded, in Sponsor’s sole discretion, to an alternate winner selected at random. Limit one prize per winner.
- 3) Description and Value of the Prize; Odds of Winning:** Sponsor will provide a total of seventy-eight (78) Sweepstakes winners with a portion of a total of \$8,250 “NY NOW® Buyer Bucks.” There will be twenty-five (25) daily winners of a \$100 American Express® Gift Card and one (1) daily Grand Prize winner of a \$250 American Express® Gift Card. Winners will be responsible for all expenses not specifically included herein. No substitution,

cash alternative or assignment of a prize is permitted except in Sponsor's sole discretion. All taxes and any other fees or costs associated with the prize will be the responsibility of the winner. Odds of winning depend on the number of eligible entries received.

- 4) **Terms and Conditions:** Where permitted by law, each winner grants (and agrees to confirm said grant in writing upon the request of the Sponsor) to Sponsor, and those acting pursuant to Sponsor's direction or control, the right to print, publish, broadcast and use, worldwide in any media now known or hereafter developed, including but not limited to the Internet, at any time or times, the winner's name, portrait, picture, voice, likeness and biographical information for advertising, trade and promotional purposes without additional consideration and without notice, review or approval. By participating, participants release and agree to hold harmless Sponsor, its parents, subsidiaries, affiliates, advertising and promotion agencies and all of their respective directors, officers, employees, representatives and agents from any and all liability for any injury, loss or damage of any kind to persons (including, without limitation, death) or property, arising directly or indirectly, in whole or in part, from or in connection with the acceptance, possession, use or misuse of any prize, participation in this Sweepstakes, or any Sweepstakes-related activity.

**NOTWITHSTANDING THE FOREGOING, IN THE EVENT THAT THE PRECEDING RELEASE IS DETERMINED BY A COURT OF COMPETENT JURISDICTION TO BE INVALID OR VOID FOR ANY REASON, THE PARTICIPANT AGREES THAT, BY ENTERING THE SWEEPSTAKES, (I) ANY CLAIMS, JUDGMENTS AND AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS INCURRED, BUT IN NO EVENT ATTORNEYS' FEES; AND (II) UNDER NO CIRCUMSTANCES WILL ANY PARTICIPANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND PARTICIPANT HEREBY WAIVES ALL RIGHTS TO CLAIM, ANY OTHER DAMAGES, INCLUDING, BUT NOT LIMITED TO, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES.**

- 5) **Governing Law:** By entering, participants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Sweepstakes Official Rules, or the rights and obligations of participants and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the substantive laws of the State of New York without regard to its conflicts of law provisions. All participants hereby consent to the jurisdiction and venue of the federal or state courts located in New York, NY.

- 6) **Sponsor:** Emerald Expositions, LLC, 31910 Del Obispo, Suite 200, San Juan Capistrano, CA 92675.

- See more at: <http://www.nynow.com/buyerbucks>