



## Official Prize Drawing Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED.

**PROMOTION DESCRIPTION:** The Sweepstakes begins on [Date of Data Collection Start] at 12:00 a.m. Eastern Time ("ET") and ends on [Date of Data Collection End] at 11:59 p.m. ET (the "Survey Period"). By participating, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of the Sponsor, [Name of the Organization who Commissioned the Research Study] and the Administrator (collectively, "Sponsor"), which shall be final and binding in all respects.

**ELIGIBILITY:** This Sweepstakes is open only to individuals who are legal residents of the fifty (50) United States and D.C. ("U.S.") who currently reside in the U.S. at the time of entry, who are 18 or older at the time of entry, and who participate in the [Survey Name] Survey during the Survey Period or who enter as otherwise provided below. Sponsor reserves the right to require proof of eligibility at the time any prize is claimed. Any person who is unable or unwilling to present such proof of eligibility shall not be eligible to enter the Sweepstakes or claim a prize if selected as a winner. Sponsor and its subsidiaries, affiliates, advertising and promotion agencies and each of their respective officers, directors and employees, as well as the immediate family members and/or those persons living in the same households of such employees, officers and directors are not eligible to enter or win this Sweepstakes.

**HOW TO ENTER:** Entries may be submitted by a variety of methods, but there is a limit of one (1) entry per person, per Survey, regardless of method of entry. All entries become the property of the Sponsor and none will be acknowledged or returned. False, fraudulent and/or deceptive entries or acts shall render entrants ineligible for the Sweepstakes. Participants may enter the Sweepstakes as follows:

[For Use with Online Surveys] Sweepstakes entries will be available online upon completion of the Survey. Entries must be fully completed and will be accepted during the Survey Period only. No responsibility is assumed by Sponsor, and entrants waive all claims for any problems or technical malfunction of any telephone or network lines, computer equipment, software, delay or failure of any electronic delivery of the Survey or entry, failure of any email or internet service, or any damage to entrant's or any other persons' computer.

[For Use with Mail Surveys] Sweepstakes entries will be distributed with each survey form. Entries must be fully completed and will be accepted during the Survey Period only. To enter, legibly hand-print all required information on the official entry blank and insert it in the return envelope provided with your Survey. No photocopied or mechanically reproduced entries will be eligible, nor will any entry be eligible if it is lost, late, illegible or incomplete. No responsibility is assumed by Sponsor, and entrants waive all claims for lost, late, incomplete, mutilated, illegible or misdirected entries.

[For Use with Email Surveys] Sweepstakes entries may be made upon completion of an email Survey. Entries must be fully completed and will be accepted during the Survey Period only. To enter, type all required information in the email response. No responsibility is assumed by Sponsor, and entrants waive all claims for any problems or technical malfunction of any telephone or network lines, computer equipment, software, delay or failure of any electronic delivery of the Survey or entry, failure of any email or internet service, or any damage to entrant's or any other persons' computer.



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[For Use with Ballot-Box Surveys] Sweepstakes entries will be distributed with each survey form. Entries must be fully completed and will be accepted during the Survey Period only. To enter, legibly hand-print all required information on the official entry blank and insert the entry only into the official entry collection box(es) provided. No photocopied or mechanically reproduced entries will be eligible, nor will any entry be eligible if it is lost, late, illegible or incomplete. No responsibility is assumed by Sponsor, and entrants waive all claims for lost, late, incomplete, mutilated or illegible entries.

[For Use with Telephone Surveys] Sweepstakes entry instructions will be available upon completion of a telephone Survey. Entries must be fully completed and will be accepted during the Survey Period only. To enter by mail after completion of a telephone Survey, legibly hand-print the Survey name and your name, address, city, state, ZIP or postal code and complete email address on an 8½ inch by 11 inch piece of paper, insert it in an envelope with sufficient postage and mail it to IQS Research, attn.: Ryan Gore, 308 N. Evergreen Road, Ste. 200 Louisville, KY 40243. No photocopied or mechanically reproduced entries will be eligible, nor will any entry be eligible if it is lost, late, illegible or incomplete. No responsibility is assumed by Sponsor, and entrants waive all claims for lost, late, incomplete, mutilated, illegible, misdirected or postage-due entries.

[For Use with In-Person Surveys] Sweepstakes entry instructions will be available upon completion of an in-person Survey. Entries must be fully completed and will be accepted during the Survey Period only. To enter by mail after completion of an in-person Survey, legibly hand-print the Survey name and your name, address, city, state, ZIP or postal code and complete email address on an 8½ inch by 11 inch piece of paper, insert it in an envelope with sufficient postage and mail it to IQS Research, attn.: Ryan Gore, 308 N. Evergreen Road, Ste. 200 Louisville, KY 40243. No photocopied or mechanically reproduced entries will be eligible, nor will any entry be eligible if it is lost, late, illegible or incomplete. No responsibility is assumed by Sponsor, and entrants waive all claims for lost, late, incomplete, mutilated, illegible, misdirected or postage-due entries.

Alternatively, if an entrant desires to enter the Sweepstakes without completing or submitting a Survey, entries will be accepted during the Survey Period by mail. To enter by mail without completing or submitting a Survey, legibly hand-print the Survey name and your name, address, city, state, ZIP or postal code and complete email address on an 8½ inch by 11 inch piece of paper, insert it in an envelope with sufficient postage and mail it to IQS Research, attn.: Ryan Gore, 308 N. Evergreen Road, Ste. 200 Louisville, KY 40243. No photocopied or mechanically reproduced entries will be eligible, nor will any entry be eligible if it is lost, late, illegible or incomplete. No responsibility is assumed by Sponsor, and entrants waive all claims for lost, late, incomplete, mutilated, illegible, misdirected or postage-due entries.

**DRAWING/ODDS:** One (1) winner will be selected in a random drawing held by Sponsor within ten (10) days after the close of the Survey Period from among all eligible entries received during the Survey Period. The odds of winning depend on the number of eligible entries received for the drawing. Subject to verification of identity and eligibility, the winner will be notified by email or regular mail and the prize will be shipped within [Predetermined Amount] weeks after the Drawing. If any prize is returned as undeliverable, the prize will be forfeited.

**PRIZE:** [Prize Name along with what is and is not included with Prize]. No exchange, transfer, assignment or substitution of prizes (in whole or in part) is permitted, except Sponsor reserves the right to substitute a prize of equal or greater value. Prizes are not redeemable for cash in whole or in part. All details and other restrictions of prizes not specified in these Official Rules will be determined by Sponsor in its sole discretion. All federal, state and local taxes on a prize



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(if applicable), and any other fees or costs associated with the prizes are the sole responsibility of the winner. Limit one (1) prize per person, per calendar year.

**GENERAL CONDITIONS & RELEASE OF LIABILITY:** If, for any reason, the Sweepstakes is not capable of running as planned, including, due to tampering, unauthorized intervention, fraud, technical failures, "force majeure," or any other cause or causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, Sponsor reserves the right in its sole discretion to cancel, terminate, modify, suspend or extend the Sweepstakes and, in the event of any termination or cancellation, select a winner from among all eligible, non-suspect entries received before the termination or cancellation.

If any provisions of these Official Rules are determined to be invalid or unenforceable, these Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or unenforceable provision were not contained herein.

By participating in the Sweepstakes, each entrant agrees that the Sponsor:

shall not be responsible or liable for any threatened or actual claims, actions, losses, liabilities, damages or injuries of any kind ("Claims") resulting from participation in the Sweepstakes or in any Sweepstakes related activity, or from entrant's acceptance, receipt, possession and/or use or misuse of any prize;

has not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to any prize and specifically disclaims all such warranties, including without limitation, the implied warranties of merchantability and fitness for a particular purpose;

shall be released and held harmless by entrant from any and all Claims; and

shall not be responsible for any technical malfunctions, failures, or difficulties, printing errors, clerical, typographical or other error in the offering or announcement of the prize or in any prize notification documents, failure to collect entries, for incorrect or inaccurate entry information whether caused by any of the equipment or programming associated with or used in the Sweepstakes, for any technical or human error which may occur in the preparation or processing of the entries in the Sweepstakes, for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries, or for any other errors of any kind or nature.

**PRIVACY AND PUBLICITY:** All personal information collected by Sponsor shall be subject to Sponsor's current privacy policy, except to the extent required for prize fulfillment purposes and for purposes of disclosing the winner and other publicity in any media, to which entrant consents without additional notice, review or compensation.

**GOVERNING LAW/JURISDICTION:** ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE SWEEPSTAKES SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE COMMONWEALTH OF KENTUCKY WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OR CONFLICT OF LAW RULES OR PROVISIONS. As a condition of participating in this Sweepstakes, each entrant agrees that any and all disputes that cannot be resolved between the parties and causes of action arising out of or connected with this sweepstakes shall be resolved individually, without resort to any form of class action, exclusively before a court located in Jefferson County, Kentucky, having jurisdiction. Further, in any such dispute, under



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no circumstances will participant be permitted to obtain awards for and hereby waives all rights to claim punitive, incidental, or consequential damages, including reasonable attorneys' fees, and participant further waives all rights to have damages multiplied or increased.

WINNER LIST: For the name of the prize winner, send a self-addressed stamped envelope to [Name, Address and Contact Person (attn.:) of the Organization who Commissioned the Research Study], after the close of the Survey Period for receipt within ninety (90) days after the close of the Survey Period. Include the name of the Survey on the outer mailing envelope and on your self-addressed stamped envelope.

SPONSOR: The Sponsor is [Name and Address of the Organization who Commissioned the Research Study]. The Administrator is Innovative Quality Solutions, Inc., d/b/a IQS Research, 308 N. Evergreen Road, Ste. 200 Louisville, KY 40243.