



## **OFFICIAL RULES 2007 ATA GREAT GIVEAWAY SWEEPSTAKES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED BY LAW. SWEEPSTAKES IS SUBJECT TO ALL FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS.**

**THE 2007 ATA GREAT GIVEAWAY SWEEPSTAKES IS OPEN TO ALL ATTENDEES OF THE GREAT GIVEAWAY EVENT. ENTRY INTO THE TRADE SHOW OR EVENT IS NOT REQUIRED TO ENTER THE SWEEPSTAKES.**

Sweepstakes prizes subject to the restrictions identified in these *OFFICIAL RULES* and other reasonable terms established by Sweepstakes Organizer.

Participation in the sweepstakes constitutes entrant's full and unconditional agreement to and acceptance of all *OFFICIAL RULES*. Sweepstakes participants should carefully review *OFFICIAL RULES* before entering the Sweepstakes. Additional copies of these rules can be obtained on the Web at [www.archerytrade.org](http://www.archerytrade.org), or at the Registration desk in the Show lobby, or the ATA booth.

Sweepstakes is organized by the Archery Trade Association ("Organizer"), 860 E. 4500 S., Ste. 310, Salt Lake City, UT 84107 (801) 261-2380.

**1. Eligibility: THE 2007 ATA GREAT GIVEAWAY SWEEPSTAKES IS OPEN TO ALL ATTENDEES OF THE GREAT GIVEAWAY EVENT AND THOSE RECEIVING COMPLIMENTARY SWEEPSTAKES ENTRY FORMS. The following definitions apply:**

Directors, officers, employees, consultants, agents and volunteers of Organizer, or of any respective affiliates, subsidiaries of Organizer, or immediate family members of those employed or whose services are retained by Organizer, as well as persons living in their same household, are not eligible to participate in the Sweepstakes.

**2. How to Enter:** To enter the ATA Great Giveaway Sweepstakes, contestants must submit their entry forms to the Thomas Murphy Ballroom at the Georgia World Congress Center or the registration area at the ATA Trade Show PRIOR to the opening of the event on Friday, Jan. 19, 2007. Tickets can be purchased online at [www.archerytrade.org/tradeshow07/greatgiveaway.html](http://www.archerytrade.org/tradeshow07/greatgiveaway.html). A complimentary Sweepstakes entry form may be obtained at the registration desk from 8:00 a.m. until 6 p.m. on Friday, January 19, 2007 or requested online at [www.archerytrade.org/tradeshow07/sweepstakes](http://www.archerytrade.org/tradeshow07/sweepstakes).

### **3. Prizes:**

- See "2007 ATA Great Giveaway Prize List" for complete listing

(Combined cash value of prize pool is approximately \$500,000.)

All expenses associated with acceptance and redemption of the prizes, including, without limitation, taxes and shipping, shall be borne by Sweepstakes winners. Winner must take delivery of prizes within 30 days of notice of availability from Organizer-selected dealer and will be responsible for all taxes (federal, state, local and/or income), tags, transportation costs, freight, registration, license, and insurance fees and cost of any optional equipment not provided with prize and all expenses not listed related to acceptance and use of prize. Organizer reserves the right to substitute any prize with one of comparable or greater value. Prizes awarded may differ from any prize shown in promotional materials. Sweepstakes prizes cannot be redeemed for cash value, substituted or exchanged by the winners. However, Organizer reserves the right to substitute prizes as necessary.

Prizes are nontransferable. Organizer is not responsible for prizes that are lost, stolen or misplaced. No prizes will be reissued or replaced. Winners agree to accept the prizes "as-is" and hereby acknowledge that Organizer has not made nor is in any way responsible for or liable for any warranty, representation of guarantee, express or implied, in fact or in law, relative to the prize, including express warranties, if any, provided exclusively by a prize supplier that are sent along with any prize.

**4. Odds of Winning:** The odds of winning any of the prizes in the Sweepstakes are approximately one in 10,000.

**5. Winner Selection:** Winning entries will be selected from all eligible entries at a random drawing by Organizer, whose decision is final and binding in all matters relating to this Sweepstakes. The drawing will be held during the ATA Great Giveaway event the evening of January 19, 2007. Winners' names will be posted in the Thomas Murphy Ballroom on screens as well as outside the Thomas Murphy Ballroom on screen.

Prizes not claimed at designated areas in and around the Thomas Murphy Ballroom within fifteen minutes of being announced will be forfeited and a winner will be redrawn.

Prizes will be awarded to the individual who is possession of the winning entry form. Winners must claim and redeem their prizes in person. Sweepstakes entries that contain printing or other typographical errors, or are issued erroneously, altered, illegible, mutilated, separated, counterfeit or not obtained through legitimate sources and/or channels are automatically void. Unclaimed prizes shall be redrawn in a second chance Sweepstakes.

Each Sweepstakes winner agrees to execute an affidavit of eligibility/liability release, an IRS form W-9, and publicity release which, among other things, provides that the winner agrees to have their name, photograph, likeness, statements and other winner information published and utilized by Organizer for prize notification and advertising or promotional purposes. Each prize winner also authorizes the Organizer to accompany and film (and/or photograph) the winner while winner claims and redeems his/her prize without additional consideration or further compensation to the winner or any other persons or entities. Organizer is granted the same rights to use all film and photos of winner for advertising or promotional purposes.

**6. Identification:** In order for a winner to claim a Sweepstakes prize, Organizer may require any or all of the following: valid driver's license with picture and/or other documentation demonstrating that winner is eligible.

**7. General Release:** Participants release Organizer and its affiliates, and each of their respective current and former directors, officers, employees, consultants, agents and volunteers ("Entities") from any and all claims, actions, suits, demands, injuries, losses, damages, or liabilities of any kind arising out of or in connection with the Sweepstakes or resulting from the acceptance, redemption, possession, and use of any prize (and goods and/or services obtained with prize awards), or participation in the Sweepstakes, including without limitation, claims, suits, demands or liabilities related to bodily injury, death and/or property damage, or personal injury, such as rights of publicity or privacy, defamation or portrayal in a false light.

**8. General Terms and Conditions:** By entering the Sweepstakes, participants agree to be bound by these *OFFICIAL RULES* and the decisions of the Organizer and its judges, which shall be final and binding. Participants agree to the use of their name and photograph/likeness for advertising and promotional purposes for this and similar promotions worldwide and in perpetuity, in any and all forms of media, now known or hereafter devised (including without limitation, the internet) without additional compensation, except where prohibited by law. Any dispute arising from this Sweepstakes will be determined in accordance with the laws of the State of Virginia, without reference to Virginia's conflict of laws principles, and the participants and winners hereby consent to the personal jurisdiction of the State and Federal Courts of Virginia and do hereby specifically waive any personal jurisdiction defense that they may have to the exclusive jurisdiction of the State and Federal Courts of Virginia over all such persons and such disputes relating in any way to this Sweepstakes.

Organizer and its affiliates, and each of their respective current and former directors, officers, employees, consultants, agents and volunteers shall neither be responsible for nor be liable for: (i) lost, stolen or misplaced Sweepstakes prizes, (ii) late, lost, delayed, damaged, misdirected, incomplete, illegible or unintelligible entries; (iii) telephone, facsimile, electronic, hardware or software program, network, Internet, or computer malfunctions, failures, or difficulties of any kind; (iv) failed, incomplete, garbled, or delayed transmissions of any kind; (v) any condition caused by events beyond the reasonable control of the Organizer that may cause the Sweepstakes to be disrupted or corrupted; or (vi) any printing or typographical errors in any materials associated with the Sweepstakes.

Organizer reserves the right, in its sole discretion, to disqualify any participant who is responsible for or who tampers with the entry process, or otherwise abuses any aspect of this Sweepstakes. ANY ATTEMPT BY A PARTICIPANT OR ANY OTHER INDIVIDUAL TO UNDERMINE THE LEGITIMATE OPERATION OF THE 2007 ATA GREAT GIVEAWAY SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, ORGANIZER RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH DEVIANT TO THE FULLEST EXTENT PERMITTED BY LAW (INCLUDING ALL REASONABLE ATTORNEY'S FEES, COURT COSTS AND EXPENSES). In the event the Sweepstakes is compromised by a virus, non-authorized human intervention, tampering or other causes beyond the reasonable control of Organizer which corrupts or impairs the administration, security, fairness or proper operation of the Sweepstakes, Organizer reserves the right, in its sole discretion, to suspend, modify or terminate the Sweepstakes. Should the Sweepstakes be terminated prior to the event at 6PM on Friday, January 19, 2007, Organizer reserves the right to award prizes based on the eligible entries received as of the time of termination, or award no prizes at all.

Winner must take delivery of prizes within 30 days of notice of availability from Organizer-selected dealer and will be responsible for all taxes (federal, state, local and/or income), tags, transportation costs, freight, registration, license, title, and insurance fees and cost of any optional equipment not provided with prize and all expenses not listed related to acceptance and use of prize. Organizer reserves the right to substitute a prize of comparable or greater value. Prize awarded may differ from any prize shown in promotional materials. Entities are not responsible for printing or typographical errors in any promotion related materials; stolen, late, lost, garbled, delayed, misdirected, damaged, incomplete, postage due or illegible entries, or incorrect, inaccurate transcription or loss of entry information for any reason whatsoever, including without limitation, human error; technical malfunctions; failures, omission, interruption, deletion, or defect of any telephone network, computer online systems, computer equipment, server providers, or software, including any injury or damage to participant's or any other person's computer relating to or resulting from participation in this promotion; inability to access the ATA web site, theft, tampering, destruction, or unauthorized access to, or alteration of entries; transactions that are processed late or incorrectly or are incomplete or lost due to computer or electronic malfunction or traffic congestion on the Internet or at any web site. Proof of online submission is not considered proof of delivery or receipt. If, in the exclusive judgment of the Organizer, the Second Chance Sweepstakes becomes compromised in any way, Organizer reserves the right to withdraw the promotional offer, cancel any method of entry, to void any entries submitted fraudulently or select winners from all eligible entries received prior to act that compromised the promotion. Any attempt to deliberately damage the content or operation of this promotion is unlawful and subject to legal action by the Organizer or its agents. Organizer reserves the right to verify eligibility qualifications of winners and to disqualify any individual they find acting in violation of the Official Rules. Should the Sweepstakes be compromised in any way, the Organizer reserves the right to terminate the Sweepstakes at a time to be determined and remaining prizes will not be awarded. For the Second Chance Sweepstakes, winners will be chosen from eligible entries received as of the date of termination under procedures adopted by Organizer in its sole discretion. Any attempt by an entrant or any other individual to deliberately damage the site or undermine the legitimate operation of the promotion is a violation of criminal and civil laws and should such an attempt be made, Organizer reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. If more prize claims, for any prize, are received than set forth in these rules, all eligible, non-suspect claims may be combined to award the advertised number of prizes in a random Sweepstakes. If an attendee enters the ATA Great Giveaway event and neglects to enter the Sweepstakes, neither the Organizer (or any of the Entities) is under an obligation to issue another entry form to that attendee.

9. **Winners List:** Full rules are available at [www.archerytrade.org](http://www.archerytrade.org). The names of all Sweepstakes winners will be available at [www.archerytrade.org](http://www.archerytrade.org) on Monday January 22, 2007 for a period of 90 days. To request a copy of these rules or the winner's list by mail, send a self-addressed, stamped envelope to: Archery Trade Association, 4500 S. 860 E., Ste. 310, Salt Lake City, UT 84107.

10. **Change to Official Sweepstakes Rules:** Organizer reserves the right to make necessary changes to these Sweepstakes rules and procedures at any time and for any reason without notice.

11. **Sponsor:** Archery Trade Association, 4500 S. 860 E., Ste. 310, Salt Lake City, UT 84107.