

## **THE CANADIAN INDEPENDENT BOOKSELLERS ASSOCIATION “SUMMER CAMPAIGN 2024” CONTEST RULES**

### **1. CONTEST PERIOD:**

The CIBA Summer Campaign 2024 Contest (the “**Contest**”) begins on Monday, July 1, 2024 at 12:00:00 a.m. Pacific Time (“PT”) and ends on Friday, September 6, 2024 at 11:59:59 p.m. PT (the “**Contest Period**”).

### **2. ELIGIBILITY:**

The Contest is open to all legal residents of Canada who have reached the age of majority in their province/territory of residence at the time of entry, excluding employees, administrators, or board members of the Canadian Independent Booksellers Association (“**CIBA**” or the “**Sponsor**”). By participating in this Contest, you agree to be legally bound by the terms and conditions of these Official Rules and Regulations (the “Rules”).

### **3. SWEEPSTAKES ENTRY:**

To enter, you must visit a Canadian independent bookstore and post a photo (or multiple photos) related to your visit on Instagram during the contest period. Independent bookstores should be Canadian-owned with between 1 and 10 locations. Your post must be a traditional in-feed post or reel on Instagram. Your post must tag CIBA (@indiebookstoresCA) and include the contest hashtag (“#BookstoreTourist”) to be eligible. You can enter multiple times with individual unique posts representing visits on different days or to different stores. No purchase is required.

Entries are referred to as “**Sweepstakes Entries.**”

### **4. ENTRY LIMIT AND SPONSOR’S RIGHT TO VERIFY:**

All Entries are subject to verification at any time and for any reason. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual’s eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of an Entry; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with these Rules. Failure to provide such proof to the satisfaction of the Sponsor in a timely manner may result in disqualification in the sole and absolute discretion of the Sponsor.

## **5. THE PRIZES AND APPROXIMATE RETAIL VALUE:**

There is one grand prize to draw. The prize will have one (1) winner. The prize is a selection of books curated by publishing partners (value: up to \$200) and a pre-paid Visa or Mastercard (value: \$500). The prize will be shipped to the prizewinner at the address provided. The prizewinner will be randomly selected from the overall entry pool.

Additionally, the Sponsor will select one entry per week during the contest period to receive credit bundles from Libro.fm (value: up to \$120 each) throughout the contest period. These credits can be used to purchase audiobooks via the platform. Winners of these giveaways will be selected by the CIBA team from the overall entry pool in the corresponding week or the weeks prior.

Without limiting the generality of the foregoing, the following general conditions apply to each Prize: (i) no financial compensation will be made when or if the actual value is different from the approximate retail value outlined in these Contest Rules; (ii) each Prize must be accepted as awarded and is not transferable or convertible to cash (except as may be permitted in the Sponsor's sole and absolute discretion); (iii) by accepting a Prize, the winner agrees to waive all recourse against the Releasees (defined below) if the Prize or a component thereof does not prove satisfactory, either in whole or in part; (iv) PST, GST, HST and other such taxes are included in the Prize amount; and (v) gift certificates or other formats in which components of the prizes are awarded are subject to all of the terms and conditions of the issuer. Each Prize will only be awarded to the entrant whose verifiable full name, address, phone number and mailing address appear on the official Contest Entry form, or who was deemed a selected eligible entrant.

## **6. WINNER SELECTION:**

Sweepstakes Draws and Winner Selection: On September 11, 2024 (the "Draw Date") at approximately 10:00:00 a.m. ET in Ottawa, ON, one eligible entrant will be selected by random draw from among all eligible Entries received in accordance with these Rules. The odds of winning depend on the number of eligible Entries received during the Contest Period.

The Sponsor or its designated representative will make a minimum of three (3) attempts to contact the selected entrant within five (5) business days of the Draw Date via direct message or comment on the social media channel(s) where they entered. If the selected entrant cannot be contacted within five (5) business days of the applicable Draw Date, or if there is a return of any notification as undeliverable; then he/she/they may, in the sole discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the Prize) and the Sponsor reserves the right, in its sole discretion and time permitting, to randomly select an alternate eligible entrant from among the remaining eligible Entries (in which case the foregoing provisions of this section shall apply to such newly selected entrant).

BEFORE BEING DECLARED A CONFIRMED PRIZEWINNER, the selected entrant will be required to: (a) correctly answer a mathematical skill-testing question without mechanical or other aid; and (b) sign and return within five (5) business days of notification the Sponsor's declaration and release form, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Prize (as awarded); (iii) releases the Contest Parties and each of their respective officers, directors, agents, representatives, successors and assigns (collectively, the "Released Parties") from any and all liability in connection with this Contest, his/her/their participation therein and/or the awarding and use/misuse of the Prize or any portion thereof; and (iv) agrees to the publication, reproduction, and/or other use of his/her/their name, city/town and province, statements about the Contest, and/or photograph or other likeness without further notice or compensation, in any publicity or promotion or advertisement carried out by or on behalf of the Sponsor in any manner whatsoever, including print, broadcast, or the internet. If the selected entrant: (a) fails to correctly answer the skill-testing question; (b) fails to return the properly executed Contest documents within the specified time; (c) cannot accept (or is unwilling to accept) the Prize (as awarded) for any reason; and/or (d) is determined to be in violation of these Rules (all as determined by the Sponsor in its sole discretion); then he/she/they may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the Prize) and the Sponsor reserves the right, time permitting, to randomly select an alternate eligible entrant from among the remaining eligible Entries (in which case the foregoing provisions of this section shall apply to such newly selected entrant).

## **7. GENERAL CONDITIONS:**

By entering this Contest, each entrant consents to the collection, use and distribution of his/her personal information (information that identifies an entrant as an individual, such as telephone number, home address) by the Sponsor or its agents for the purpose of implementing, administering, and fulfilling the Contest. By participating, each entrant agrees to release, and hold harmless the Released Parties from any and all injuries, liability, losses and damages of any kind resulting from their participation in the Contest or their acceptance, use or misuse of a Prize or a portion thereof. The Released Parties are not responsible for and shall not be liable for: (a) any electronic, hardware or software program, network, Internet or computer malfunctions, failures, or difficulties of any kind, including without limitation, server malfunction or any human error which may occur in the processing of Entries and/or eligible transactions; (b) lost, late, misdirected, incomplete or incorrect Entries (regardless of how they are submitted); (c) any condition caused by events beyond the control of the Released Parties that may cause the Contest to be disrupted or corrupted; and/or (d) tampering, thefts, defects or typographical errors in materials. For residents of Quebec, any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the board only for the purpose of helping the parties reach a settlement.

All Entries become the property of the Sponsor. This Contest is subject to all applicable federal, provincial, and municipal laws. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of Entries, Eligible Transactions, Essays, and/or entrants. By participating in this Contest, you are agreeing to be legally bound by the terms and conditions of these Rules. ANYONE DETERMINED TO BE IN VIOLATION OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR AT ANY TIME.

In the event of a dispute regarding who submitted an Entry via the purchase method (Rule 3a), Entries will be deemed to have been submitted by the person whose verifiable full name is associated with the social media account or email/ mailing address used to enter (as determined by Sponsor in its sole and absolute discretion). In the event of a dispute regarding who submitted an Entry via the no-purchase method (Rule 3b), Essays will be deemed to have been submitted by the individual whose verifiable full name appears on the Essay. An entrant may be required to provide proof (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification) that he/she is/they are: (i) the primary authorized account holder of the social media account associated with the Entry in question; or (ii) the individual whose verifiable full name appears on the Essay (as applicable).

The Sponsor reserves the right to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules. Any attempt to undermine the legitimate operation of this Contest in any way (as determined by Sponsor in its sole and absolute discretion) may be a violation of criminal and/or civil laws and should such an attempt be made. The Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law.

The Sponsor reserves the right to cancel, amend or suspend this Contest, or to amend these Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever. Without limiting the generality of the forgoing, the Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law. The Sponsor reserves the right, in its sole and absolute discretion, and without prior notice, to adjust any of the dates and/or timeframes stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any entrant, Entry, eligible transaction, or Essay with these Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules, or for any other reason.

**Mini Rules**

No purchase necessary. Contest runs July 1, 2024 at 12:00:00 am PT to September 6, 2024 at 11:59:59 pm PT. Open to residents of Canada who are of the legal age of majority. One (1) prize of a pre-paid Visa or Mastercard (value: \$500) plus a collection of travel books curated by publishing partners (value: up to \$200); One (1) winner per prize. Mathematical skill-testing question required. Full rules, including purchase entry/no purchase entry and prize details, at [indiebookstores.ca](https://indiebookstores.ca).