

## 2019 FRONT ROW FRIDAYS FACEBOOK CONTEST RULES

**ELIGIBILITY:** Front Row Fridays (“Contest”) is open to legal residents of the United States, who are eighteen (18) years of age or older at the time of entry. Eligible jurisdictions may enter Contest. Contest affiliates and employees and any entity involved in the production, administration, judging or fulfillment of the Contest including, without limitation, the immediate family members and/or those persons living in the same household of such individuals, are not eligible to participate. Entries have no value and an entry does not entitle an entrant to any compensation of any type or kind.

By entering the Contest, entrants agree to comply with these rules and the decisions of the judges which are final and binding in all respects. Failure to comply with these rules may result in disqualification from the Contest.

All federal, state and local laws and regulations apply; void where prohibited. NO PURCHASE NECESSARY; making a purchase will not improve entrant’s odds of winning. Odds of winning depend upon the number of eligible entries received. By entering this Contest, entrants agree to these official rules and regulations.

**ADMINISTRATOR:** The administrator (“Administrator”) of the Contest is Wisconsin State Fair Park and the sponsor (“Sponsor”) is Potawatomi Hotel & Casino. Sponsor and the Board acknowledge that the Wisconsin State Fair shall be the sole administrator of the Contest and shall handle all aspects of the operation or management of the Contest including, but not limited to, drafting of the Official Rules, the selection of the winners, notification to the winners, and delivery of information about the prize(s) to the winner(s). Sponsor is solely connected to this promotion via advertising rights ONLY and in no way influences the outcome of the contests. Administrators will conduct the Contest as described in these Official Rules. By participating in the Contest each entrant agrees as follows:

**ENTRY PERIOD:** The Contest begins at 9:00 am CST on May 24, 2019 and consists of 11 separate Entry Periods (“Week #”) which collectively end at 11:59 pm CST on August 4, 2019.

**METHOD OF ENTRY:** Method of entry depends on the designated Entry Period.

Week 1 – REO Speedwagon (5/24 – 5/26): Eligible entrants must click on the link provided on the Wisconsin State Fair Facebook Page. This will direct entrants to the Contest entry page. Entrants must then complete an online entry form, provide full legal name, valid email address, zip code and date of birth. All emails will be added to the Wisconsin State Fair Email Database, which has an opt-out option.

Week 2 – Fitz and the Tantrums (5/31-6/2): Eligible entrants must decipher an emoji code as it relates to song titles of designed show artist(s). Guesses to be posted in designated Instagram post comments.

Week 3 – Brett Eldredge (6/7-6/9): Eligible entrants must begin to follow, or already be following, Wisconsin State Fair on Instagram and tag another Instagram user who he/she would like to bring to the designated show. Entrant is not contracted to bring the user they tag should he/she win the Entry Period’s prize.

Week 4 – Happy Together Tour (6/14-6/16): Eligible entrants must click on the link provided on the Wisconsin State Fair Facebook Page. This will direct entrants to the Contest entry page. Entrants must then complete an online entry form, provide full legal name, valid email address, zip code and date of birth. All emails will be added to the Wisconsin State Fair Email Database, which has an opt-out option.

Week 5 – for King & Country (6/21-6/23): Eligible entrants must follow, or already be following, Wisconsin State Fair on Twitter and retweet (RT) the designated tweet.

Week 6 – KIDZ BOP World Tour (6/28-6/30): Eligible entrants must post a picture of their family in the designated Facebook post comments. Winner will be named VIP (Very Important Parent).

Week 7 – Rick Springfield (7/5-7/7): Eligible entrants must guess the years of the Rick Springfield photos within the posted image, based on the content of the photos. Guesses to be posted in the designated Facebook post comments.

Week 8 – Jeff Dunham (7/12-7/14): Eligible entrants must click on the link provided on the Wisconsin State Fair Facebook Page. This will direct entrants to the Contest entry page. Entrants must then complete an online entry form, provide full legal name, valid email address, zip code and date of birth. All emails will be added to the Wisconsin State Fair Email Database, which has an opt-out option.

Week 9 – Old Dominion (7/19): Eligible entrant must follow, or already be following Wisconsin State Fair on Instagram, tag the designated picture with another Instagram user who he/she would like to bring to the designated show and share the post to his/her Instagram story. Entrant is not contracted to bring the user they tag should he/she win the Entry Period's prize.

Week 10 – Isley Brothers/Commodores (7/26-7/28): Eligible entrants must comment on and share the designated Facebook post.

Week 11 – Melissa Etheridge (8/2-8/4): Eligible entrants must guess the total number of seats in track section show in designated post, based on the photo provided of said section. Guesses to be posted in the designated Facebook post comments.

Entrants must have a Facebook, Twitter or Instagram account to participate in the various Entry Periods throughout the Contest. Joining Facebook, Twitter and Instagram are free at [www.facebook.com](http://www.facebook.com), [www.twitter.com](http://www.twitter.com) and [www.instagram.com](http://www.instagram.com). Entrants must be following the Wisconsin State Fair on the social media platform(s) outlined in each entry period to be eligible to win a prize.

Persons who enter the Contest under false contact information, as determined by the Administrator, will be disqualified and ineligible to win. Administrator reserves the right to disqualify any person tampering with the operation or conduct of the promotion. Administrator reserves the right to cancel, reschedule or modify the Contest if it cannot be conducted or completed as planned, for any reason or if the technical transmissions become corrupted or interrupted. If the Contest is cancelled, modified or suspended, notice will be posted on the Administrator's website, Facebook page, Twitter page and Instagram page.

Submissions for each Entry Period must be received by 11:59 pm CST on the last day of the Entry Period in order to be eligible for that Period's prize; entries received after that time and date will be deemed ineligible to win for that Entry Period. By entering, you agree to be bound by these Official Rules and Regulations. This Contest is in no way sponsored, endorsed or administered by, or associated with Facebook, Twitter or Instagram. All Entries must comply with Facebook's, Twitter's and Instagram's Terms of Service, Rules and Policies and Guidelines. If a Contestant chooses to enter Contest via a mobile device, data charges may apply depending upon the entrant's mobile service provider and these charges are the sole responsibility of the entrant.

**PRIZES:** Each Entry Period will feature two (2) tickets to the show at the Main Stage presented by Potawatomi Hotel & Casino designated within each Entry Period at the Wisconsin State Fair. The only exception is Week 6, where four (4) tickets will be featured. Prize in Weeks 1, 2, 4, 5, 6, 7, 8, 10 and 11 will include two (2) tickets in the front row of the Main Stage seating area (section based on availability). Designated show in Weeks 3 and 9 do not feature reserved seating in the front near the stage, therefore the winner will have the option to receive two (2) General Admission tickets to the show of that Entry Period or two tickets in the front row of the lower grandstand seating area (section based on availability).

No prize substitution or transfer is permitted, except that Administrator reserves the right to substitute a prize of equal or greater value for any reason. All taxes and any other incidental expenses on prizes are the sole responsibility of each winner.

**SELECTION OF WINNERS:** At conclusion of each Entry Period, winner will be chosen by Administrator using a random number generator from the total pool of eligible entries. Administrator will announce concluded Entry Period's winner before the next Entry Period begins, barring unforeseen circumstances, etc.

Administrators' decisions and interpretations on all matters relating to the Contest and these Official Rules are final and binding in all respects. Administrator's decisions and interpretations on all matters relating to the Contest and these Official Rules are final and binding in all respects. Administrator reserves the right to disqualify any participant or winner. Potential winners will be notified by Administrator via social media messaging or the email provided at time of entry. Winner must meet all eligibility requirements. Inability of Administrator to contact a potential winner within forty-eight (48) hours of selection may result in disqualification of such potential winner, and an alternate winner may be selected at Administrator's discretion. In the event a winner declines a prize, Administrator may, at their discretion, select an alternate winner.

**PUBLICITY, PRIVACY & PRIZE NOTIFICATION:** By submitting an entry, entrant grants the Administrator worldwide, royalty-free permission to use his/her name, character, photograph, video, voice, and likeness in connection with the promotion publicity of the Event including Fair, Sponsor or Media photography, videos, broadcasts, webcasts, advertising and other social media contests of the like. Entrants waive any and all claims and/or rights to receive any royalties or other compensation for the Administrator's use thereof, unless prohibited by law.

**GENERAL:** The online social media sweepstakes promotion is void where prohibited by law and is governed by the laws of the United States of America. The submission of an entry is the responsibility

of the entrant. All submitted entries become the property of Administrator and will not be acknowledged or returned. Only eligible entries received within Entry Period will be included in the Contest. Administrator is not responsible for late, lost, delayed, unclear, incomplete, misdirected or ineligible entries, which will be disqualified, or for technical, hardware, software or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, or delayed electronic communications caused by the sender, or by any of the equipment or programming associated with or utilized in the Contest which may limit the ability to participate, or by any human error that may occur in the processing of the entries in the Contest. Any person attempting to defraud Administrator in any way tamper with, damage or undermine the operation of the Contest will be disqualified and may be subject to civil and/or criminal prosecution.

**LIMITATION OF LIABILITY:** To the fullest extent permitted by law, Entrants agree to indemnify, defend and hold harmless the Administrator all parties' parent, subsidiaries and affiliates and each of their respective officers, shareholders, directors, agents, employees and representatives from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with the receipt, ownership, possession, use, or misuse of any Entries. Administrator is not responsible for any and all injuries, losses, damages, claims, and actions of any kind arising from or relating to participation in the Contest, or acceptance, possession, use, misuse, or nonuse of the Prize that may be awarded, including, without limitation, actual, direct, indirect, incidental, consequential, statutory, punitive, special or other damages.

**DISPUTE RESOLUTION:** Except where prohibited by law, by entering you agree that: (i) all issues and questions concerning the interpretation, validity, and enforceability of these Official Rules, or the rights and obligations of participants and their agents shall be governed by and construed exclusively in accordance with the laws of the State of Wisconsin, without regard to its rules on conflicts of law; (ii) any action at law or in equity arising out of or relating to this sweepstakes, or awarding of the prizes, shall be filed only in the state or federal courts located in the State of Wisconsin, and entrant hereby consents and submits to the personal jurisdiction of such courts for the purposes of litigating any such action; (iii) any and all disputes, claims, and causes of action arising out of or connected with this Contest, or awarding of the prizes, shall be resolved individually, without resort to any form of class action; (iv) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in this Contest but in no event attorneys' fees; and (iv) you hereby waive all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.

**COPY OF OFFICIAL RULES:** To obtain a copy of these Official Rules and Regulations, send a self-addressed, stamped envelope to: Wisconsin State Fair Park Communications, Front Row Fridays Rules and Regulations, 640 S. 84th St. West Allis, WI 53214.

**WINNERS' IDENTITY:** Winners' names will be posted on various social media outlets. For the identity of the winner(s), send a self-addressed, stamped envelope after August 18, 2019 to: Wisconsin State Fair Park Communications, Front Row Fridays Winner Identity, 640 S. 84th St. West Allis, WI 53214.