

2021 WISCONSIN STATE FAIR ATTENDANCE SURVEY ONLINE SWEEPSTAKES PROMOTION RULES

ELIGIBILITY: The online sweepstakes promotion 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 the sweepstakes promotion. Online sweepstakes promotion sponsors, affiliates and employees and any entity involved in the production, administration, judging or fulfillment of the online social media sweepstakes promotion including, without limitation, the immediate family members and/or those persons living in the same household of such individuals, are not eligible to participate.

By entering the online sweepstakes promotion, 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 online sweepstakes promotion.

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 online sweepstakes promotion, entrants agree to these official rules and regulations.

SPONSOR and ADMINISTRATOR: The sponsor ("Sponsor") and administrator of the online sweepstakes promotion is Wisconsin State Fair Park ("Administrator"). Administrator will conduct the online sweepstakes promotion as described in these Official Rules. By participating in the online sweepstakes promotion each entrant agrees as follows:

ENTRY PERIOD: The online sweepstakes promotion begins on Tuesday, April 6, 2021 and ends at 11:59 pm CST on Sunday, April 18, 2021.

METHOD OF ENTRY: During the Entry Period, entrants can click on the link sent via email or via the link at wistatefair.com. This will link entrants to the "Wisconsin State Fair Attendance Survey" web page. Promotion participants must then complete the online survey AND provide a name, valid email address, and answer other questions marked required by the survey. Completing the survey and submitting the required information is the only means of participating in the Promotion.

Entrants will be entered into the online sweepstakes promotion upon completion of the survey including valid name and email address. Persons who enter the online sweepstakes promotion under false contact information, as determined by the Administrator, will be disqualified and ineligible to win the sweepstakes. Sponsor reserves the right to disqualify any person tampering with the operation or conduct of the promotion. Sponsor reserves the right to cancel, or modify the online social media sweepstakes promotion if it cannot be conducted or completed as planned, for any reason. If the online sweepstakes promotion is cancelled, modified, or suspended, notice will be posted on the Sponsor website, Twitter, Instagram and Facebook pages.

All information provided by entrant must be complete, true and correct. Submissions to the sweepstakes must be received by 11:59 pm CST on Sunday, April 18, 2021 in order to be eligible; entries received after that date will be deemed ineligible to win. By entering, the entrant agrees to be bound by these Official Rules and Regulations. Sponsor reserves the right to cancel and re-schedule the Sweepstakes at any time if the technical transmissions become corrupted or interrupted.

PRIZES: One winner will be awarded a \$50 Visa Gift Card. Lost or stolen prizes will not be replaced by Administrator. 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: One winner will be notified by Friday, April 23, 2021. Winner will be chosen at random among all eligible entries received. The winner will be chosen by Administrator, whose decisions and interpretations on all matters relating to the online sweepstakes promotion and these Official Rules are final and binding in all respects. Administrator reserves the right to disqualify any participant or winner. Potential winner will be notified via email or phone, at Administrator's sole discretion, by the email address or phone number included on the Sweepstakes entry form. Winner must meet all eligibility requirements. Return of a prize or inability of Administrator to contact a potential winner via email within forty-eight (48) hours of selection may result in disqualification of such potential winner, and an alternate winner may be selected by random drawing at Administrator's discretion. In the event a winner declines a prize, Administrator may, at its discretion, select an alternate winner by random drawing.

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 of this and other online social media sweepstakes promotions 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 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 prize drawings. Online social media sweepstakes promotion 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 online social media sweepstakes promotion which may limit the ability to participate, or by any human error that may occur in the processing of the entries in the online social media sweepstakes promotion. Any person attempting to defraud Administrator or in any way tamper with, damage or undermine the operation of the online social media sweepstakes promotion will be disqualified and may be subject to civil and/or criminal prosecution.

LIMITATION OF LIABILITY: Entrants agree to hold harmless the online sweepstakes promotion. By participating in the sweepstakes, the entrant agrees to release Sponsor, Administrator and its parent companies, affiliates, subsidiaries, employees, directors, officers, and agents from 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 sweepstakes. Sponsor or Administrator is not responsible for all injuries, losses, damages, claims, and actions of any kind arising from or relating to participation in the online social media sweepstakes promotion, or acceptance, possession, use, misuse, or nonuse of the sweepstakes that may be awarded, including, without limitation, actual, direct, indirect, consequential, punitive, special, or other damages. Sponsor reserves the right to cancel the Sweepstakes at any time in its sole discretion. As permitted by law and in accordance with the

Sponsor's Privacy Policy, Sponsor may use information provided by entrants to send announcements about the Sponsor's products and programs via electronic and ordinary mail.

DISPUTE RESOLUTION: Except where prohibited by law, by entering the entrant agrees that: (i) all issues and questions concerning the interpretation, validity, and enforceability of these Official Rules, or the rights and obligations of participants and Sponsor and its 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 sweepstakes, 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 sweepstakes but in no event attorneys' fees; and (iv) all entrants 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 printed copy of these Official Rules and Regulations, send a self-addressed, stamped envelope to: Wisconsin State Fair Park Marketing Department, Wisconsin State Fair Attendance Survey Official Rules and Regulations, 640 S. 84th St. West Allis, WI 53214.

WINNERS' IDENTITY: The winner's name is available to the general public upon request. For the identity of the winner(s), send a self-addressed, stamped envelope after April 23, 2021 to: Wisconsin State Fair Park Marketing Department, Wisconsin State Fair Attendance Survey Sweepstakes Winner Identity, 640 S. 84th St. West Allis, WI 53214.