

2026 FRONT ROW FRIDAYS SOCIAL MEDIA 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 the Contest. Contest affiliates, 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 Festival Foods. 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. The Administrator 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 12:00pm CT on May 15, 2026, and ends at 11:59pm CT on July 31, 2026.

METHOD OF ENTRY: Eligible entrants must click on the link provided on the Wisconsin State Fair Facebook, Instagram, and X (formerly known as Twitter) on the designated contest post. This will direct entrants to the Contest entry page. Entrants must complete a short online prompt, provide selection of Bank Five Nine Main Stage shows entrant is entering, provide full legal name, and valid email address. Must enter contact information to be eligible. All emails will be added to the Wisconsin State Fair Email Database, which has an opt-out option.

Entrants must have a Facebook, Instagram, or X account to participate in the Contest. Joining Facebook, Instagram, or X is free. Entrants must be following the Wisconsin State Fair Park on the social media platforms 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 Facebook page, Instagram page, and X page.

Submissions for each Entry Period must be received by 11:59pm CT on July 31, 2026, to be eligible for that Period's prize; entries received after that time and date will be deemed ineligible to win. 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, Instagram, or X. All Entries must comply with the social platforms' Terms of Service, Rules, Policies and Guidelines. If a Contestant enters the Contest via a mobile device, data charges may apply depending upon the entrant's mobile service provider, and these charges are the entrant's sole responsibility.

PRIZES: Eleven (11) random entrants will be randomly awarded two (2) front row tickets to one of the selected Main Stage shows from their entry (section based on availability) during the 2026 Wisconsin State Fair. Selection of the show will be randomly drawn. Each of the eleven (11) winners will also receive a \$25 Festival Foods gift card.

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.

The items can be redeemed only during the 2026 Wisconsin State Fair, August 6 - August 16, 2026, at Wisconsin State Fair Park. No substitutions.

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: At the conclusion of the Entry Period, winner will be chosen by the Administrator using a random generator from the total pool of eligible entries. Administrator will contact the winners via email prior to the 2026 Wisconsin State Fair.

Winner must meet all eligibility requirements. The potential winner must confirm the prize within forty-eight (48) hours of selection. Inability for the potential winner to do so may result in the Administrator reserving the right to void their offer and an alternate winner will be selected at Administrator's discretion. In the event a winner declines a prize, Administrator may, at their discretion, select an alternate winner.

Administrator's 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.

PUBLICITY, PRIVACY, & PRIZE NOTIFICATION: By submitting an entry, entrant grants the Administrator worldwide, royalty-free permission to use their name, character, photograph, video, voice, and likeness in connection with the promotion publicity of the Event including Fair, Sponsor, or Media, including 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 the 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 and 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 (v) 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, 640 S. 84th St. West Allis, WI 53214.

WINNERS' IDENTITY: Winners' names will not be posted on various social media outlets; they will be contacted individually through direct messaging. For the identity of the winner(s), send a self-addressed, stamped envelope after August 15, 2026, to: Wisconsin State Fair Park Communications, Front Row Fridays Winner Identity, 640 S. 84th St. West Allis, WI 53214.