

Road to Farmer2Farmer Sweepstakes

Brought to you by:
Farmer's Business Network, Inc.
Official Rules

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE THE CHANCES OF WINNING.

1. Eligibility: Sweepstakes (the "Sweepstakes") is open only to those who enter based on the guidelines listed below and who are **18 years of age** as of the date of entry. The sweepstakes is only open to legal residents of the United States and is void where prohibited by law. Employees of Farmer's Business Network, Inc. (the "**Sponsor**"), and its respective affiliates, subsidiaries, advertising and promotions agencies, suppliers, and their immediate family members and/or those living in the same household of each are not eligible to participate in the Sweepstakes. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations. Void where prohibited.

2. Agreement to Rules: By participating, you agree to be fully and unconditionally bound by these Rules, and you represent and warrant that you meet the eligibility requirements set forth herein. In addition, you agree to accept the decisions of **the Sponsor** as final and binding as it relates to the Sweepstakes and the Rules. The Sweepstakes is subject to all applicable federal, state, and local laws.

3. Sweepstakes Period: Entries will be accepted online starting on or about **November 8, 2022** and ending **December 5th, 2022**. All video entries must be received by no later than December 5th, 2022, 11:59PM EST.

4. How to Enter: All participants may enter the Sweepstakes by submitting/posting a 30 – 60 second video to their own individual Instagram, Facebook and/or Twitter accounts and tagging the post with the following: **#F2F22** and **@FBNFarmers**. Entrants can

post more than one (1) video. The entry must fulfill all Sweepstakes requirements, as specified herein, to be eligible to win a prize. Entries that are not complete or do not adhere to the Rules or specifications may be disqualified at the sole discretion of the **Sponsor**. You may enter only once and you must provide all of the information requested to be eligible. You may not enter more times than indicated by using multiple email addresses, identities, or devices in an attempt to circumvent the Rules. If you use fraudulent methods or otherwise attempt to circumvent the Rules, your submission may be removed from eligibility at the sole discretion of the **Sponsor**.

5. Prizes: Winners will receive: Each week during the Sweepstakes period one (1) entrant, for each week, will win **event tickets and Sponsor provided hotel accommodations (hotel accommodations are arranged by the Sponsor in its sole discretion with the reasonable input of the winners) for two (2) to FBN's 2022 Farmer2Farmer show, to be held December 6- 8, 2022 in Omaha, Nebraska (the "Prizes")** . There will be a total of two (4) Prizes; one for each week of the Sweepstakes period. Actual/appraised value may differ at time of any prize award. The specifics of any prize shall be solely determined by the Sponsor. No cash or other prize substitution will be permitted, except at Sponsors' discretion. The Prizes are non-transferable and non-assignable. Any and all prize related expenses (other than the event tickets and hotel accommodations for the Prize winners), including without limitation any and all federal, state, and/or local taxes shall be the sole responsibility of the winners. No substitution of prizes or request for the cash equivalent by winners is permitted. Acceptance of a prize constitutes permission for the **Sponsor** to use a winner's name, likeness, and entry for purposes of advertising and trade without further compensation, unless prohibited by law. The winners by accepting their respective prizes assign and transfer to the Sponsor in perpetuity all of the winner's rights, title, and interest in the posted videos and all related materials posted as part of their Sweepstakes entries for Sponsor's use, in its sole discretion, in all media now existing or developed in the future as more fully set forth below.

6. Odds: The odds of winning depend on the number of eligible entries received.

7. Winner selection and notification: Winners of the Sweepstakes will be selected by and at the sole discretion of the Sponsor by the quality of the video entry. Winners will be notified via Social Media to the account that they used to submit their video entries within three (3) days following the winner selection. The **Sponsor** shall have no liability for a winner's failure to receive notices due to winner's spam, junk e-mail, or other security settings, or due to winner's provision of incorrect or otherwise non-functioning contact information via their Social Media accounts. If the selected winner cannot be contacted, is ineligible, fails to claim the prize within three (3) days from the time award notification was sent, or fails to timely return a completed and executed declaration and the releases as required, the applicable prize may be forfeited and an alternate winner selected.

The receipt by a winner of the prize offered in this Sweepstakes is conditioned upon compliance with any and all federal and state laws and regulations. ANY VIOLATION OF THESE OFFICIAL RULES BY ANY WINNER (AT THE SPONSOR'S SOLE DISCRETION) WILL RESULT IN SUCH WINNER'S DISQUALIFICATION AS WINNER OF THE SWEEPSTAKES AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.

8. Rights Granted by You: By entering the Sweepstakes you understand that the **Sponsor** or, anyone acting on behalf of the **Sponsor**, or its respective licensees, successors, and assigns will have the right, where permitted by law, without any further notice, review, or consent by you to print, publish, broadcast, distribute, and use in any media, now known or hereafter invented, in perpetuity and throughout the World, your entry, including, without limitation, the entry and winner's name, portrait, picture, voice, likeness, image or statements about the Sweepstakes and/or the Sponsor, and your biographical information as news, publicity, or information, and for trade, advertising,

public relations and promotional purposes without any further compensation to you.

9. Terms: The **Sponsor** reserves the right, in its sole discretion to cancel, terminate, modify or suspend the Sweepstakes should (in its sole discretion) any computer virus, bug, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness, or proper conduct of the Sweepstakes. In such case, the **Sponsor** may select the recipients from all eligible entries received prior to and/or after (if appropriate) the action taken by the **Sponsor**.

The Sponsor reserves the right in its sole discretion to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Sweepstakes or website or violates these Rules.

The Sponsor has the right, in its sole discretion, to maintain the integrity of the Sweepstakes, to void votes for any reason, including, but not limited to, multiple entries from the same user from different IP addresses; multiple entries from the same computer in excess of that allowed by the Sweepstakes rules; or the use of bots, macros or scripts, or other technical means for entering.

Any attempt by an entrant to deliberately damage any web site or undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil laws and should such an attempt be made, the **Sponsor** reserves the right to seek damages from any such person to the fullest extent permitted by law.

By entering the Sweepstakes you agree to receive marketing messages periodically from the **Sponsor**. You can opt-out of receiving these communications at any time using the provided method.

10. Limitation of Liability: By entering the Sweepstakes you agree to release and hold harmless the **Sponsor** and its subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers and directors from any liability, illness, injury, death, loss, litigation, claim or damage that

may occur, directly or indirectly, whether caused by negligence or not, from (i) such entrant's participation in the Sweepstakes and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof, including anything related to actual attendance at Farmer2Farmer and occupancy of the provided accommodations, (ii) technical failures of any kind, including, but not limited to, the malfunctioning of any computer, cable, network, hardware or software; (iii) the unavailability or inaccessibility of any transmissions or telephone, cell phone, Social Media apps, website or Internet service; (iv) unauthorized human intervention in any part of the entry process or the Sweepstakes; and/or (v) electronic or human error which may occur in the administration of the Sweepstakes or the processing of entries.

11. Disputes: THIS SWEEPSTAKES IS GOVERNED BY THE LAWS OF **United States AND the State of California**, WITHOUT RESPECT TO ANY CONFLICT OF LAW DOCTRINES. As a condition of participating in this Sweepstakes, participant agrees that any and all disputes which cannot be resolved between the parties and causes of action arising out of or connected with the Sweepstakes, shall be resolved individually, without resort to any form of class action, exclusively before a court located in California having jurisdiction over the parties and/or matter. Further, in any such dispute, under no circumstances will participant be permitted to obtain awards for, and hereby expressly waives all rights to claim, punitive, incidental, or consequential damages, including any attorneys' fees. Participant's only recovery, if any, shall be for participant's actual out-of-pocket expenses in preparing an entry (i.e. the direct costs, if any, associated with entering this Sweepstakes). Participant further waives all rights to have damages multiplied or increased.

12. Privacy Policy: Information submitted with an entry is subject to the Privacy Policy stated on the **Sponsor's** Website. To read the Privacy Policies go to, www.fbn.com,

13. Winners List: To obtain a copy of the winners' names or a copy of these Official Rules, mail your request along with a stamped, self-addressed envelope to: **FBN 388 EI**

Camino Real, San Carlos, CA 94070. Requests must be received no later than **December 31, 2022.**

14. Sponsor: The Sponsor of the Sweepstakes is Farmer's Business Network, Inc.