

## **Boston Gift Show® Hole-in-One Contest Official Rules**

### **NO PURCHASE NECESSARY. GIVEAWAY FOR QUALIFIED ATTENDEES ONLY.**

**(1) Eligibility:** Offered only in Boston, Massachusetts, to legal U.S. residents at least 18 years old who are attendees properly registered for, and who are attending, the Boston Gift Show held at the Boston Convention & Exhibition Center April 5, 2008, through April 8, 2008 ("Show"). Employees, officers and directors of George Little Management, LLC ("Sponsor") and its parents, affiliates or subsidiaries, advertising and promotion agencies, and the immediate family members (parents, spouse, siblings and children wherever they reside) and persons living in the same household of such employees, officers or directors (whether or not related), are not eligible. By participating you agree to these Official Rules and the decisions of the Sponsor, which are final and binding in all matters relating to this Giveaway. Void where prohibited.

**(2) Promotional Period:** The Hole-in-One Contest ("Giveaway") shall commence on April 5, 2008, and will run until 40 attendees of the Show have successfully putt a hole-in-one. The Giveaway will conclude on April 8, 2008 if 40 winners have not been determined before this date. A day is a calendar day.

**(3) Redemption Period:** The Prize winner(s) may redeem the Prize (as defined below) any time during the Show from 10:00am-6:00pm on each of April 5-7, 2008, and from 10:00am-2:00pm on April 8, 2008.

**(4) How to Participate:** To participate you must be attending the Show, April 05, 2008 – April 8, 2008, have confirmed or provided the Show with a valid unique e-mail address, have properly registered as an attendee to attend the Show and be wearing an official Boston Gift Show attendee badge issued or recognized by the Sponsor [manufacturers, guests and exhibitors (as indicated in the "Badge Type" section of the attendee badges) are not eligible]. There is no payment, fee or purchase necessary to pre-register for/attend the Show. At the Show, pre-registered attendees must be scanned at one of the Show's entrances to the Hall at the Boston Convention & Exhibition Center to prove attendance. The first 40 attendees to putt a hole-in-one will receive \$100 towards orders placed during April 5-8, 2008 market. In addition, \$50 will be donated to cancer care and research in Boston for each successful hole-in-one, up to 40.

The Prize recipient must use the Prize during the Redemption Period, or the Prize will be forfeited and donated to cancer care and research in Boston.

**(5) Prize/Odds:** The Prize is up to forty (40) \$100 Official Merchandise Credit Certificates. Official Merchandise Credit Certificates are subject to terms and conditions of use below and are not redeemable/exchangeable for cash. Official Merchandise Credit Certificates must be used towards purchases with exhibitors of the Show during the Redemption Period. Exhibitors will grant credit toward purchases already made at

the Show or toward any purchases made during the Show for the amount specified by the Merchandise Credit Certificates not including taxes. Exhibitors must submit Merchandise Credit Certificates to the Show Office by April 8, 2008 at 2:00 pm for immediate reimbursement in cash or mail the Official Merchandise Credit Certificates to Sponsor by April 18, 2008 to receive reimbursement by check. Prize is not redeemable/exchangeable for cash. In addition, Sponsor will donate \$50 to cancer care and research in Boston for up to forty (40) successful hole-in-ones, for a total of up to \$2,000.

No prize substitution, except by Sponsors, in its sole discretion, due to prize unavailability for any reason and only then for prize of equal value. All taxes are solely the responsibility of winner. Winner must fill out a Form 1099 tax form. Prizes will be awarded only in conformity with winner's employer's policy regarding participation and accepting prizes in trade incentive promotions.

**(6) General Conditions:** Where permitted by law, winners grant (and agree to confirm said grant in writing upon the request of the Sponsor) to Sponsor, and those acting pursuant to Sponsor's direction or control the right to print, publish, broadcast and use, worldwide in any media now known or hereafter developed, including but not limited to the Internet, at any time or times, the winner's name, portrait, picture, voice, likeness and biographical information for advertising, trade and promotional purposes without additional consideration and without notice, review or approval. Further, winners will be required to complete, sign, and return an Affidavit of Eligibility, a Liability Release, and where lawful a Publicity Release within the time specified as determined by Sponsor. If the documents are not returned timely, or if prize or prize notification (i.e., the Affidavit of Eligibility & Liability/Publicity Release) is returned as non-deliverable, or if a winner is found not to have complied with these Official Rules, or is ineligible for any reason, the prize will be forfeited and donated to either an alternate winner or to cancer care and research in Boston. Winner may be required to provide proof of eligibility, as deemed appropriate by Sponsor, prior to the award of a prize. **By participating, participants release and agree to hold harmless Sponsor, its respective parents, subsidiaries, affiliates, advertising and promotion agencies and all of their respective directors, officers, employees, representatives and agents from any and all liability for any injury, loss or damage of any kind to persons (including, without limitation, death and property damage), arising directly or indirectly, in whole or in part, from or in connection with the acceptance, possession, use or misuse of any prize, participation in this Giveaway or any Giveaway-related activity.**

**(7) REMOVAL FROM MAILING LIST:** To have your name and address removed from Sponsor's Giveaway mailing list call toll-free (800)272-SHOW or write to Melissa Gray, George Little Management, LLC, 10 Bank Street, White Plains, NY 10606 and state that you would like to be removed from the customer Giveaway database. Your name and address will be removed from Sponsor's Giveaway mailing list within sixty (60) days after receipt of your request, after which time no further Giveaway mailings will be sent to you.

**(8) Winners List:** For name of winners please visit [www.bostongiftshow.com](http://www.bostongiftshow.com) after April 25, 2008.

Sponsor George Little Management, LLC, 10 Bank Street, White Plains, NY 10606.