

“CBIC Pass Giveaway”
Official Rules
Start: August 26, 2021
Closes: August 29, 2021

“CBIC Pass Giveaway” Contest

OFFICIAL CONTEST RULES AND REGULATIONS

(“Official Rules”)

Open to all residents of Canada (excluding residents of the Province of Québec)

1. NO PURCHASE NECESSARY: The “CBIC Pass Giveaway” Contest (the “**Contest**”) is sponsored by United Farmers of Alberta Co-operative Limited (“**UFA**” or the “**Sponsor**”) and administered by Canadian Beef Industry Conference (the “**independent contest organization**”). The Contest starts at 12.00 PM Mountain Time (“**MT**”) on August 26, 2021 and closes at 12.00 PM MT on August 29, 2021 (the “**Contest Period**”).

2. ELIGIBILITY: To enter and be eligible to win, a person must: (1) be a legal resident of Canada (excluding residents of the Province of Québec); (2) have reached the age of majority at the time of entry in the Province or Territory in which they reside; (3) not be an employee of the Sponsor, its affiliated companies or agents, their respective advertising or promotional agencies, or the independent contest organization; (4) not be at any time of entry, an elected official, employee, petroleum agent or employee of a petroleum agent of/for the Sponsor, its subsidiaries, divisions, affiliates, associates, licensees, dealers, or service agencies; and (5) not be any member of any such person’s immediate family (regardless of where they live) or persons with whom they are domiciled (whether related to the employee or not). In these Official Rules, “**immediate family**” includes mother, father, brothers, sisters, sons, daughters, partner and/or spouse.

3. HOW TO ENTER THE CONTEST:

Without Purchase: During the Contest Period, the Contest is open to all attendees who participate in the social media contest through the independent contest organization social media pages (including but not limited to Facebook, Instagram and Twitter). Entries may be submitted by sharing independent contest organization, post on or tag of independent contest organization social media page, provided that social media posts are public. Entries must be received by 12:00 AM MT on AUGUST 29, 2021 the “**Contest Closing Date**”).

4. PRIZES: There will be five (5) prizes available to be won (each a “**Prize**”), **each Prize consisting of a Fifty (\$50.00) Dollar (CDN) UFA Gift Card and registration to the Canadian Beef Industry Virtual Conference valued at Eighty (\$80.00) Dollar CDN**, with an equivalent retail price.

All other costs not specifically stated herein as being included with the Prize shall be the responsibility of any Prize recipients. Changes may occur in some of the specifications, features, optional equipment and pricing of the Prizes. The manufacturer and Sponsor reserve the right to make such changes, if so required. The Prize must be accepted as awarded without substitution, is not transferable, not for resale and has no cash surrender value. The Sponsor reserves the

right, in the event that the Prize or any component of the Prize cannot be awarded as described for any reason, to substitute another Prize or component of a Prize of equal or greater value, without liability. In the event that a Prize recipient does not use or accept any portion of the Prize, there will be no extension, transfer, substitution or any kind of compensation provided.

5. PRIZE DRAW: A random draw will be held by the independent contest organization for each Prize on AUGUST 29, 2021 at approximately 5:00 PM (MT) (the “**Draw Date**”) in Calgary, Alberta from among all eligible entries received by the Contest Closing Date. Odds of being selected depend on the total number of eligible entries received by the Contest Closing Date. The selected Prize recipient will be contacted by the independent contest organization by direct message on the social media platform with which they submitted their entry within one(1) business day of the Draw Date. If the selected Prize recipient (a) cannot be reached via direct message on social media within forty-eight (48) hours of the Draw Date; (b) fails to correctly answer the skill testing question (see Rule 6); or (c) fails to return the properly executed release form within the specified time (see Rule 6), then they will be disqualified and another Prize recipient will be randomly selected until such time as contact is made in the manner described above with a selected Prize recipient or there are no more eligible entries, whichever comes first. The Sponsor will not be responsible for failed attempts to contact a selected Prize recipient.

6. To be declared the winner, the selected Prize recipient must answer correctly, without assistance of any kind, whether mechanical or otherwise, a mathematical skill-testing question. The selected Prize recipient will also be required to sign a declaration and release form (the “**Release Form**”) confirming compliance with the Official Rules, acceptance of the Prize as awarded, without substitution, and releasing the Sponsor, its affiliated and related companies, advertising and promotional agencies, the independent contest organization, and their respective shareholders, directors, officers, employees, agents, representatives, successors and assigns from any liability in connection with the Prize or the Contest. The Release Form must be returned within the time period specified on the Release Form or the Prize will be forfeited.

The Prize will be made available to the Prize recipient as detailed by the independent contest organization within fifteen (15) days of being declared the Prize recipient. The Prize will not be released unless the Prize recipient first shows proof of eligibility.

7. GENERAL

By entering the Contest, entrants agree to abide by the Official Rules and the decisions of the Sponsor, judges and independent contest organization with respect to all aspects of the Contest, which are final.

The Sponsor and the independent contest organization accept no responsibility for loss, damage or claims caused by or resulting from the Contest or the Prize associated with this Contest. By entering and accepting the Prize, the Prize recipient consents to the use of their name, address (location, hometown, city and province) and/or photograph, without further remuneration, in connection with any publicity carried out by or on behalf of the independent contest organization and/or the Sponsor with respect to this Contest and in advertisements for subsequent contests.

The Sponsor and the independent contest organization will not be responsible for late, lost, illegible, incomplete or destroyed entries; all such entries are void. The Sponsor and the independent contest organization do not assume any responsibility for lost or delayed entries, incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, printing errors, lost, delayed or garbled data or transmissions, omission, interruption,

deletion, defect or failures of any telephone or computer lines or networks, computer equipment, software or any combination thereof. Entry material/data that have been tampered with or altered are void. In the event it is determined that an entrant has entered in a fashion not sanctioned by the Official Rules, the entrant will be disqualified and all of the entries submitted by the entrant will be disqualified.

All entries become the permanent property of the independent contest organization and none will be returned. All entries and related intellectual property rights, including but not limited to copyright, become the sole property of the independent contest organization, without compensation to entrant. Upon entry each entrant irrevocably waives all moral rights protecting the entry. Entries, may, throughout the Contest and thereafter, be distributed, used, reproduced, exhibited, donated, sold and/or displayed by the independent contest organization and/or Sponsor on their respective websites, social media platforms, and/or physical location(s), which rights are granted by an entrant to the independent contest organization and the Sponsor upon entry, all without notice or compensation to entrant. No correspondence will be entered into except with the potential Prize recipient after the Contest Closing Date. This Contest is subject to all applicable Federal, Provincial and municipal laws.

Facebook, Instagram, Pinterest, Twitter and/or Google+ are in no way associated with this Contest.

Images included in the Contest post may not depict the exact prize and are for illustrative purposes only.

8. TERMINATION OF CONTEST: The independent contest organization reserves the right to terminate or amend this Contest at any time and in any way, without prior notice. Without limiting the foregoing, if, for any reason, the Contest is not capable of running as originally planned, the independent contest organization reserves the right to cancel the Contest and conduct a draw from all previously received eligible entries received by the Contest Closing Date. The Sponsor and the independent contest organization shall not be held responsible for any problems, errors or negligence that may arise or occur in connection with the Contest.

9. PRIVACY: The independent contest organization and the Sponsor respect your right to privacy. Personal information collected from entrants will only be used by the independent contest organization and the Sponsor to administer the Contest and, only if consent is given at the time of entry, to provide the entrants with information regarding upcoming promotions and/or events and/or opportunities to support the independent contest organization and Sponsor's respective missions. For more information regarding the manner of collection, use and disclosure of personal information by the Sponsor's, please visit <https://ufa.com/myUFA/privacyPolicy>.