

“SOMETHING TO DO IN SALT LAKE” VIP Trip Sweepstakes

OFFICIAL RULES NO PURCHASE OR PAYMENT OF MONEY IS NECESSARY TO ENTER OR WIN.

SPONSOR/ADMINISTRATOR: The “Something To Do in Salt Lake” VIP Trip Sweepstakes (the “VIP Trip Package Sweepstakes”) is sponsored by Visit Salt Lake, 90 South West Temple, Salt Lake City, UT 84101 (the “Sponsor”).

ELIGIBILITY: The Sweepstakes is open and offered only to legal residents of the United States including Washington D.C., excluding Puerto Rico), who have reached the age of majority in their state of residence at the time of entry. In addition, Entrants must be verifiable/professional meeting planners. This Sweepstakes is not open to the general public. Employees of Sponsor, and its affiliates, subsidiaries and Joint Venture partners, and their immediate family members (spouse, parent, sibling and their respective spouses, regardless of where they live) or persons living in the same households of such individuals, whether or not related, are not eligible to enter the Sweepstakes or win a prize. **THE SWEEPSTAKES IS VOID IN PUERTO RICO, AND EVERYWHERE OUTSIDE OF THE UNITED STATES, AND WHERE PROHIBITED OR RESTRICTED BY LAW.**

AGREEMENT TO OFFICIAL RULES: By participating, Entrants (the “Entrants”) agree to abide by and be bound by these Official Rules and the decisions of the Sponsor, which are final and binding in all matters relating to the Sweepstakes. Winning a Prize (defined below) is contingent upon fulfilling all requirements set forth herein.

HOW TO ENTER: The Sweepstakes begins at 8:00:01 a.m. Eastern Time (“ET”) on November 14, 2016 and ends at 11:59:59 p.m. ET on May 31, 2017 (“Sweepstakes Period”). The Sponsor’s database computer is the official time-keeping device for the Sweepstakes. During the Sweepstakes Period, During the Promotional Period, the Sponsor will make Promotion Entry Codes available thru targeted emails and advertisements to the Entrants. Eligible Entrants can enter the Sweepstakes online at Sponsor’s Website (<http://theresnothingtodoin saltlake.com/>) (the “Website”). At the Website, Entrants will be instructed to complete the Sweepstakes survey and registration form requesting full name, company, and email address. Each completed Sweepstakes registration form will generate one **(1) Sweepstakes entry. Limit one (1) entry per person. Entries in excess of the limit are void. To be valid, each entry must provide all requested information. Incomplete entries will be disqualified.**

Proof of entering information at the Website is not considered proof of delivery to or receipt by Sponsor of an entry. Internet entries must be made by the Entrant only at the Website. Entries made by any other individual or any entity, or originating at any other web site or email address, including, but not limited to, commercial Sweepstakes subscription notification or entering service sites, will be declared invalid and disqualified for this Sweepstakes. The use of automated entry devices is prohibited and no mechanically reproduced entries are allowed; all such entries are void. Released Parties (as defined below) are not responsible for: late, incomplete, incorrect, undelivered, or misdirected entries. All entries become the exclusive property of Sponsor and will not be acknowledged or returned. By participating, you consent for

Sponsor to obtain, use, and transfer your name, address and other information for the purpose of administering this Sweepstakes and for other purposes as set forth below.

GENERAL CONDITIONS: If for any reason the operation or administration of this Sweepstakes is impaired or incapable of running as planned for any reason, including but not limited to (i) infection by computer virus, bugs, (ii) tampering, unauthorized intervention, (iii) fraud, (iv) technical failures, or (v) any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes in whole or in part, at any time, without notice and award the VIP Prizes (defined below) using all non-suspect eligible entries received as of, or after (if applicable) this cancellation, termination, modification or suspension date, or in any manner that is fair and equitable and best conforms to the spirit of these Official Rules. Sponsor reserves the right, at its sole discretion, to disqualify any individual deemed to be tampering or attempting to tamper with the entry process or the operation of the Sweepstakes or Sponsor's Website; or acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner.

CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

Failure by the Sponsor to enforce any provision of these Official Rules shall not constitute a waiver of that provision. In the event of a dispute as to the identity of a winner based on an email address, the winning entry will be declared by the authorized account holder of the email address submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider or other organization (e.g., business, educational, institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address.

RELEASE AND LIMITATIONS OF LIABILITY: By participating in the Sweepstakes, Entrants agree to release and hold harmless the Sponsor, their respective parents, employees, officers, directors, subsidiaries, affiliates, distributors, all prize providers, sales representatives, advertising and promotional agencies (collectively, the "Released Parties") from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (i) any technical errors that may prevent an Entrant from submitting an entry; (ii) unauthorized human intervention in the Sweepstakes; (iii) printing errors; (iv) errors in the administration of the Sweepstakes or the processing of entries; or (v) injury, death, or damage to persons or property which may be caused, directly or indirectly, in whole or in part, by Entrant's participation in the Sweepstakes or receipt of any prize. Released Parties assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. Released Parties are not responsible for any problems or

technical malfunction of any telephone network or telephone lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any Website, or any combination thereof, including any injury or damage to Entrant's or any other person's computer relating to or resulting from participation in this Sweepstakes or downloading any materials in this Sweepstakes. Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Sweepstakes, and in no event shall the Released Parties be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

DRAWING AND NOTIFICATION: Three (3) potential Something To Do in Salt Lake VIP Trip Package Winners will be selected in six (6) separate monthly random drawings from among all eligible entries received. The First Prize drawings will be conducted by the Administrator on or about December 7, 2016, January 7, 2017, February 7, 2017, March 7, 2017, April 7, 2016, and May 7, 2016.

Three (3) 'Something To Do in Salt Lake' VIP Trip Package Winners will be selected in each of the six (6) monthly drawings. Odds of winning a VIP Trip Package will depend on the total number of eligible entries received at the time of each drawing. The potential VIP Trip Package Winners will each be contacted by the Sponsor via the email address they provided in their entry form. Three (3) potential VIP Trip Package Winners will be selected in six (6) separate monthly random drawings from among all eligible entries received. The VIP Trip Package drawings will be conducted by the Administrator on or about December 7, 2016, January 7, 2017, February 7, 2017, March 7, 2017, April 7, 2016, and May 7, 2016.

PRIZES: There will be Three (3) "Something To Do in Salt Lake" VIP Trip Package winners that will be selected for each of the 6 monthly random drawings. Each VIP Trip Package drawing winner will be selected based on the size of group that the planner has noted in the online survey. **For meeting groups up to 200 attendees,** VIP Trip package will include for one person: Round trip airfare to Salt Lake from anywhere in the continental United States on Delta Air Lines, Rental Car with Avis, choice of Visit Salt Lake Connect Pass or Ski City Super Pass, Hotel accommodations for three days and two nights in Salt Lake. (Approximate value \$1500) **For meeting groups of 200-1000 attendees,** VIP Trip package will include for two people: Round trip airfare to Salt Lake from anywhere in the continental United States on Delta Air Lines, airport meet and greet, Rental Car with Avis, choice of Visit Salt Lake Connect Pass or Ski City Super Pass, Hotel accommodations for three days and two nights in Salt Lake. (Approximate value \$2500) **For meeting groups of 1000+ attendees,** VIP Trip package will include for two people: First Class Round trip airfare to Salt Lake from anywhere in the continental United States on Delta Air Lines, airport meet and greet, Rental Car with Avis, choice of Visit Salt Lake Connect Pass or Ski City Super Pass, Hotel accommodations for three days and two nights in Salt Lake. (Approximate value \$5000)

NOTE: ALL PRIZE WINNERS UNDERSTAND THAT THEY ARE ACCEPTING THEIR PRIZE ON BEHALF OF THEIR COMPANY. NO CASH, TRANSFERS OR OTHER SUBSTITUTIONS ARE PERMITTED, EXCEPT BY SPONSOR, WHO RESERVES THE

RIGHT TO SUBSTITUTE A PRIZE WITH ONE OF EQUAL OR GREATER VALUE. ALL VIP PRIZE PACKAGES MUST BE USED BY DECEMBER 31, 2017.

ADDITIONAL PRIZE CONDITIONS: By accepting a Trip, the Winners agree to release and hold harmless the Released Parties from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of an accepted Trip (or any component of). The potential VIP Trip Package Winners must sign and return to the Administrator, within ten (10) days of the date of notice or attempted notice is sent, an Affidavit of Eligibility, Liability & Publicity Release in order to claim his/her prize. The Winners will be responsible for all local, state, and federal taxes associated with the receipt of a Trip. The Winners are solely responsible for all matters relating to their Trip after it is awarded. If a Trip notification is returned as unclaimed or undeliverable to a potential Trip Winner, if a potential Winner cannot be reached within three (3) business days from the first notification attempt, if a potential Winner does not comply with the instructions of the first notification email within three (3) business days from the first notification attempt, or if a potential VIP Trip package Winner fails to return requisite document(s) within the specified time period, or if the potential Winner is not in compliance with these Official Rules, then such person shall be disqualified and, at Sponsor's sole discretion, an alternate Winner may be selected for the Trip at issue.

By accepting a Trip, where permitted by law, the Trip Winners grant to the Released Parties and those acting pursuant to the authority of Sponsor and the Released Parties (which grant will be confirmed in writing upon Sponsor's request), the right to print, publish, broadcast and use worldwide IN ALL MEDIA without limitation at any time a Winner's full name, portrait, picture, voice, likeness and biographical information for advertising, trade and promotional purposes without further payment or additional consideration, and without review, approval or notification.

IN NO EVENT WILL RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND (INCLUDING WITHOUT LIMITATION, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES) ARISING OUT OF PARTICIPATION IN THIS SWEEPSTAKES OR THE ACCEPTANCE, POSSESSION, USE, OR MISUSE OF, OR ANY HARM RESULTING FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZES.

By participating, Entrants release and agree to hold harmless the Released Parties from any and all liability for any injuries, death or losses or damages to persons or property and CLAIMS/ACTIONS BASED ON PUBLICITY RIGHTS, DEFAMATION, OR INVASION OF PRIVACY that may arise from participating in this Sweepstakes or its related activities or the acceptance, possession, use or misuse of, or any harm resulting from the acceptance, possession, use or misuse of the Prizes. The Prize Winners also acknowledge that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Prizes.

USE OF DATA: All information submitted by Entrants will be treated according to Sponsor's privacy policy, available at <http://www.visitsaltlake.com/about-salt-lake/visit-salt-lake/privacy->

policy/. By participating in the Sweepstakes and providing any personal information, Entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's Privacy Policy.

DISPUTES: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of Entrants' and Sponsor in connection with the Sweepstakes shall be governed by and construed in accordance with the laws of the State of Utah, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other state's or jurisdiction's laws. By participating in the Sweepstakes, Entrant agrees that: (i) any and all disputes, claims, and causes of action arising out of or in connection with the Sweepstakes, shall be resolved individually without resort to any form of class action; (ii) any judicial proceeding in which Sponsor is a party shall take place in the State of Utah; (iii) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event will attorney fees be awarded or recoverable; (iv) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to seek, punitive, incidental, exemplary, consequential, special damages, lost profits, other damages, and/or any rights to have damages multiplied or otherwise increased; and (v) Entrant's remedies are limited to a claim for money damages (if any) and he/she waives any right to seek injunctive or equitable relief. The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. If any provision of the Official Rules is determined to be invalid or otherwise unenforceable, the other provisions will remain in effect and will be construed as if the invalid or unenforceable provision were not contained herein.

WINNERS LIST REQUEST: To request confirmation of the name, city and state of residence of each Trip Winner, please send a self-addressed, stamped business size envelope, by June 30, 2017, to: "Something To Do in Salt Lake" VIP Trip Package Sweepstakes Winners List Request, 90 South West Temple, Salt Lake City, UT 84101.