

## DOLCE VITA #EXPERIENCETRANSAT CONTEST

### OFFICIAL CONTEST RULES (the “Rules”)

The “**DOLCE VITA #EXPERIENCETRANSAT CONTEST**” (the “**Contest**”) is organized by Transat Tours Canada Inc. operating as Air Transat (the “**Organizer**”). The Contest takes place during the AFTER HOURS MONTREAL DOLCE VITA of the McCord Museum located at 690 rue Sherbrooke Ouest, Montréal, QC H3A 1E9, on June 10, 2016 from 5:00 p.m., Eastern Daylight Time, to 9:00 p.m. Eastern Daylight Time, Eastern Daylight Time (hereafter the “**Contest Period**”).

#### 1. ELIGIBILITY

The Contest is open to all residents of the Quebec province who have reached the age of majority in their province or territory of residence by the beginning of the Contest Period.

Employees, agents and representatives of the Organizer, its subsidiaries, affiliates, affiliated companies, advertising or promotion agencies, the suppliers of material, prizes and services related to this Contest. McCord Museum employees and its partners: Holt Renfrew, Panoram'Italia, Sofitel and any other stakeholder directly related to the holding of the Contest, as well as the members of their immediate family (father, mother, brothers, sisters, children and legal or de facto spouse) and anyone with whom these employees, representatives and agents reside are excluded from any participation in the Contest.

#### 2. HOW TO ENTER

##### 2.1 No purchase necessary

2.1.1 The contestant (the “**Contestant**”) must, in order to be eligible to the Contest, be present at the After Hours Montreal Dolce Vita Event at the McCord Museum, located at 690 rue Sherbrooke Ouest, Montréal, QC H3A 1E9, and do one of the three (3) following actions:

2.1.1.1 **Twitter and / or Instagram entry:** On June 10<sup>th</sup>, between 5 p.m. and 9:00 p.m. Eastern Daylight Time, take a photograph of yourself at the Air Transat booth. Share the picture on Twitter and / or Instagram using the hashtag #ExperienceTransat. In order to participate to the Contest, the Contestant must have a valid Twitter and / or Instagram user account and ensure that his/ her profile is public. The Contestant must also “follow” Air Transat on Twitter at [www.twitter.com/airtransat](http://www.twitter.com/airtransat) or on Instagram at [www.instagram.com/airtransat](http://www.instagram.com/airtransat). Limit of one (1) entry per person, per valid Twitter and Instagram account.

2.1.1.2 **iPad entry:** On June 10<sup>th</sup>, between 5 p.m. and 9:00 p.m. Eastern Daylight Time, complete the entry form available on the iPad at the McCord Museum Event providing your civility, first and last name, email address, postal code and country. The Contestant will also be invited to check a box asking if he / she wishes to receive offers, newsletters and promotional information from the McCord museum, Transat and Holt Renfrew. Limit of one (1) entry per person, per valid email address.

### 3. PARTICIPATING RULES

- 3.1 ANY AND ALL PHOTOGRAPH CONSIDERED INAPPROPRIATE OR OFFENSIVE WILL BE DISQUALIFIED, AT THE SOLE DISCRETION OF THE ORGANIZER. The Organizer reserves the right to refuse or eliminate any photograph and/or caption associated therewith particularly on the grounds that a photograph and/or caption:
- 3.1.1 does not respect the theme imposed;
  - 3.1.2 was not created by the Contestant;
  - 3.1.3 lacks technical quality (i.e. clarity and lighting) making it inadequate for use;
  - 3.1.4 is vulgar or obscene;
  - 3.1.5 is libellous;
  - 3.1.6 is inconsistent with the laws in force;
  - 3.1.7 is contrary to good morals and/or public order;
  - 3.1.8 contains racial hatred or any other form of discrimination;
  - 3.1.9 violates in any way the rights of a third party and notably personality rights;
  - 3.1.10 contains elements protected by intellectual property rights (copyright, trademark, industrial design, etc...)
  - 3.1.11 is overall of bad taste or against the Organizer's values;
- 3.2 The Contestants assign to the Organizer all copyrights to the photographs submitted (the "**Photograph**" or the "**Photographs**"), which Photographs will become the property of the Organizer and will not be returned to the Contestants. This assignment of copyright, including the rights to reproduce, edit, distribute or publish the Photographs on any and all media, platform or any other means of communication is exclusive, irrevocable, royalty-free, perpetual and worldwide. Furthermore, the Contestants waive any and all moral rights they may have in the Photographs, thereby authorizing the Organizer to use said Photographs as it sees fit and to use the Contestants' name, image and voice, as the case may be, in relation to the use of the Photographs.
- 3.3 The Organizer reserves the right to use or not to use the Photographs, at its sole discretion. The Contestants declare that the Photographs are legal notably with respect to copyright, right to one's image, reputation and right to privacy, to the Criminal Code and any other applicable legislation in this regard. The Contestants are also declaring being the lawful owner of the rights associated with the Photographs and are legally entitled to provide the required authorizations to assign to the Organizer the rights described above.

#### 4. **PRIZES**

4.1 Four (4) prizes (the “Prize” or the “Prizes”) shall be awarded to the four (4) Contestants whose entries will have been randomly drawn in conformity with Section 6, hereunder.

4.2. Each Prize consists of one (1) Transat gift certificate of \$500 redeemable at the time of booking in exchange of any Transat element offered in the Transat brochures (flights, packages, cruise packages , hotels à la carte, car rental, tours, excursions) or the Transat website: <http://www.transat.com/en-CA/>

4.3 The total value of the prizes is 2 000\$.

#### 5. **CONDITIONS ATTACHED TO THE PRIZE**

5.1 The selected Contestant must present the gift certificate to his travel agent when purchasing a Transat Tours Canada inc. element. The value indicated on the gift certificate is in Canadian dollars.

5.2 The gift certificate may only be used in Canada and cannot be redeemed for cash.

5.3 Should the selected Contestant choose an element valued at less than \$500, there will be no remittance of money in cash or as a credit for the difference.

5.4 The Prize offered must be accepted as awarded and is not exchangeable, refundable, transferable or convertible into cash.

#### 6. **DRAW**

6.1 Four (4) random draws will be held in order to draw two (2) entries from all eligible Twitter and Instagram Photographs which are consistent with the Rules and which were not excluded pursuant to article 3 of the present Rules, received during the Contest period, and two (2) random draws will be held in order to draw two (2) entries from all eligible subscriptions received on the iPad during the Contest period. The two (2) draws from all eligible Twitter and Instagram entries will be held on June 14, 2016, at 4:00 p.m., Eastern Daylight Time, in the offices of Transat Tours Canada Inc., 300 Léo-Pariseau, 10th floor, Montréal, Québec, H2X 4C2. The other two (2) draws from all the eligible iPad subscriptions will be held directly through the iPad subscription form (instant Prize) during the McCord Museum Event on June 10, 2016.

6.2 **Odds of winning:** The odds of a participant's entry being selected in each draw depend on the number of entries registered during the Contest Period.

## **7. PRIZE CLAIM**

- 7.1 In order to be declared a winner, each selected Contestant whose entry will have been randomly drawn during the draw must:
  - 7.1.1 fulfill the conditions for participation set out in articles 2 and 3 of the rules;
  - 7.1.2 Be reached by telephone or email by the Organizer of the Contest within forty-eight (48) hours of the draw and correctly answer the mathematical skill-testing question that will be asked (for Facebook entries with the Air Transat photographer). Be reached via comment on their winning Instagram Photograph (for Instagram entries) or via tweet or direct message (DM) on Twitter in response to the Photograph that was posted (for Twitter entries) and given instructions on how to contact the Organizer through email to claim the prize. The winner will also have to correctly answer the mathematical skill-testing question that will be asked.
  - 7.1.3 If it is impossible to reach the selected Contestant by telephone or email within forty-eight (48) hours after the draw, or if the Contestant does not meet the conditions stipulated in the present Rules, all rights to the Prize will be forfeited and another entry will be drawn. If it is impossible to reach the second selected Contestant by telephone or email within forty-eight (48) hours of the draw of the second entry, or if the Contestant does not meet the conditions stipulated in the present Rules all rights to the Prize will be forfeited and another entry will be drawn. If it is impossible to reach the third selected Contestant by telephone or email within forty-eight (48) hours of the draw of the third entry, or if the Contestant does not meet the conditions stipulated in the present Rules, the prize will be forfeited;
  - 7.1.4 Complete and sign the declaration and waiver form (the "Declaration Form") which will be transmitted by the Organizer and must be returned to the Organizer of the Contest within three (3) business days of receipt.
- 7.2 The winners will be named within thirty (30) days following the draw date for the Prize.
- 7.3 Failure to observe any of the conditions mentioned above or any other conditions stipulated in these Rules, the selected Contestant will be disqualified and the Prize that would have been awarded will be forfeited.

## **8. PERSONAL INFORMATION**

- 8.1 From time to time, the Organizer, with the Contestant's consent, may use the personal information provided by the latter for the purpose of:
  - 8.1.1 Communicating with the winner so he/she can take possession of the Prize;
  - 8.1.2 Communicating with the Contestant directly in relation to goods and services offered by the Organizer, including special offers and information on travel services; and
  - 8.1.3 Conducting a survey regarding the effectiveness of the website, advertising and sales efforts made by the Organizer.

8.2 The Contestant shall indicate whether he/she consents to his/her personal information provided by the latter with his entry. For further information regarding the use of personal information by the Organizer as described in the Policy regarding the protection of personal information and the right to privacy adopted by Transat A.T. Inc. and its affiliates, the Contestant is invited to visit the website [www.airtransat.ca](http://www.airtransat.ca).

## **9. GENERAL CONDITIONS**

9.1 The Organizer reserves the right to disqualify a Contestant or cancel his/her entry if he/she enters or attempts to enter this Contest in a manner that does not comply with these Rules. This Contestant may be turned over to the appropriate judicial authorities. Any decision of the Organizer regarding this aspect of the Contest is final.

9.2 By entering this Contest, the selected Contestant and his/her travelling companion agree, without receiving any additional compensation, to the use of their name, address, city, province, voice, comments, photographs and/or other likeness for advertising and promotional purposes by the Organizer.

9.3 This Contest is subject to the federal, provincial and municipal laws, regulations and by-laws.

9.4 Entries that are incomplete, received after the end of the Contest Period, lost, irregular in any way according to the Rules, excluded pursuant to article 3 of the present Rules or sent by an unauthorized method shall be deemed null and void and will not be accepted for the draws.

9.5 The Contest is administered by the Organizer. The Organizer assumes no responsibility for entries and Photographs that are received after the end of the Contest Period, lost, stolen, misdirected, illegible, incomplete, falsified, altered or destroyed, and such entries shall be deemed null and void. The Organizer will assume no responsibility for any problem, failure or technical malfunction of a network line, online computer system, peripheral telephone, software, server, provider, email or browser or any other technical malfunction that may occur, including, but not limited to, a problem of the transmission or non-transmission of an entry or Photograph, for any reason whatsoever. The Organizer is not responsible in any way for erroneous or inaccurate information, whether caused by website users or by the equipment and/or programs associated with or used by the Contest or by a technical or human error that may have occurred in conducting the Contest, including in the processing of entries or Photographs. The Organizer assumes no responsibility for any error, omission, interruption, loss or fault relating to operation or transmission, failure of communication lines, loss or destruction or prohibited access to or modification of the entries or Photographs. The Organizer is not responsible for any injuries or damages that may result from the holding of the Contest. All entries and Photographs become the property of the Organizer and will not be returned to the Contestants. The Organizer reserves the right to destroy all the documents pertaining to the Contest once the retention period as required by law has expired. The Organizer reserves the right, at their sole discretion, to cancel, modify or postpone the Contest at any time, without prior notice, if any factor prevents the holding of the Contest pursuant to these Rules or in accordance with any law, regulation, by-law or policy of any entity having jurisdiction over the Organizer.

9.6 By entering the Contest, the Contestant acknowledges having read and understood these Rules and agrees to be bound by them and to comply with them. The Contestant declares that the Rules are understandable and reasonably available for consultation.

- 9.7 The winners' names may be obtained by writing to "**DOLCE VITA #EXPERIENCETRANSAT CONTEST**", Attn: Caroline Gagnon, Transat Tours Canada Inc., Place du Parc, 300 Léo-Pariseau, 10th Floor, Montreal, Qc, H2X 4C2.
- 9.8 Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux (the "**Régie**") for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.