

Contest Rules

Immerse yourself in the style of Horst Contest

May, 13, 2015, to August 23, 2015

1. CONTEST PERIOD

The “Immerse yourself in the elegance of Horst Contest” is run by the McCord Museum and will take place in Canada from 10 a.m. on May, 13, 2015, until 11:59 p.m. on August 23, 2015.

2. ELIGIBILITY

The Contest is open to anyone who:

- a. is a resident of Quebec
- b. has reached the age of majority in his/her province or territory of residence at the time of entering the contest.

Employees of the McCord Museum and its partners in the contest Ogilvy, Loews Hotel Vogue and Bollinger, as well as members of their immediate families (e.g. father, mother, brothers, sisters or children), their legal or common-law spouses, or any persons with whom such employees reside are not eligible to enter the Contest.

3. METHODS OF ENTRY

3.1 To enter the contest, simply fill in the entry form at either www.mccord-museum.qc.ca/ (exact address to be confirmed) or on the iPad at the *Horst: photographer of style* exhibition at the McCord Museum, 690 Sherbrooke Street West. Limit of one (1) original entry per e-mail address during the contest period.

3.2 Upon filling in the entry form, you will be asked if you wish to receive offers, newsletters and promotional information from the group associated with the contest.

3.3 Although online access and an e-mail account are needed in order to participate, no purchase is required in order to enter the Contest. Many public libraries, retail businesses and others offer free access to computers, and a number of Internet service providers and other companies offer free e-mail accounts.

4. PRIZES

- The grand prize is a shopping trip, including:
 - An unforgettable shopping spree at OGILVY (valued at \$1,000). It is up to the winner to pick up their OGILVY gift card valued at \$1,000 and their set of cosmetics at the store.
 - A set of cosmetics (valued at \$1,000)
 - Two nights at Loews Hotel Vogue in a Premium King luxury room (valued at more than \$500)

The grand prize is worth \$2500

- A luxury prize package, including:
 - Two nights at Loews Hotel Vogue in a Premium King luxury room (valued at more than \$500). Gift certificate valid until August 26, 2016. NO EXCEPTION TO THIS POLICY. Reservations using the gift certificate must be made at least 30 days before your arrival and are subject to availability and date restrictions. For this reason, we ask you to provide two choices of dates for your stay at Loews Hotel Vogue. Please wait for confirmation before reserving your flight. Parking included. Value of more than \$500. Valid for two people.
 - A Life Can Be Perfect gift set from the prestigious champagne producer Bollinger room (valued at 475\$). The Life Can Be Perfect gift set includes a bottle of Bollinger Brut Special Cuvée, a bottle of Bollinger Rosé, six Bolly glasses with the Bollinger blazon, a stainless steel ice bucket, a telescopic umbrella, an automatic cork, a Bollinger apron and a copy of the book *Life Can be Perfect*.

The luxury prize is worth \$975

- An elegant prize that includes the following:
 - 1 DUO membership to the McCord Museum. DUO membership cards are valued at \$75 each. Valid for two adults residing at the same address.
 - 1 catalogue for the exhibition **Horst: Photographer of Style**. The souvenir catalogues are worth \$75 each. Available in English only.
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The elegant prize is worth \$140

5. DRAW

On August 23, 2015, at 10 a.m. in Montreal, at the offices of the Administrator, one (1) entry will be randomly drawn for the grand prize; one (1) for the luxury prize package and one (1) entry for the elegant prize will be randomly drawn for the runner up prizes from all eligible entries received during the Contest Period.

6. ODDS OF WINNING

The odds of winning depend on the number of valid entries received during the Contest Period.

7. AWARDING OF PRIZE(S)

To be declared a winner, a selected entrant must, in addition to meeting the Contest eligibility criteria and otherwise complying with the Contest Rules, first be reached by email by the Administrator or its representatives within three (3) days immediately following the selection of the entry. The winner will have until October 24, 2015 at 10 a.m. to claim their prize at The McCord Museum, situated at 690 Sherbrooke street West. After October 26, 2015 any unclaimed prizes will not be awarded.

8. GENERAL TERMS AND CONDITIONS

8.1 Verification of Entries:

The validity of any Contest Entry is subject to verification by the Administrator. Any illegible, incomplete or fraudulent entries will be disqualified. Any entrant or other individual who enters or attempts to enter the Contest in a manner that is contrary to these Contest Rules or that is otherwise disruptive to the proper operation of the Contest or by its nature is unjust to other entrants or potential entrants will be disqualified. All decisions made by the Administrator or its representatives, including without limitation those concerning the eligibility or disqualification of entrants, are final and binding without right of appeal. All entries become the property of the Administrator and none will be returned.

8.2 Acceptance of Prizes:

All prizes must be accepted as described in these Contest Rules and cannot be returned, transferred to another individual, substituted for another prize or exchanged in whole or in part for money, except as set out in rule

8.3 Substitution of Prizes:

The Administrator reserves the right, in its sole and absolute discretion, and for any reason whatsoever, to substitute for any prize, or part thereof, another prize of equivalent or greater value, including, without limitation, a cash award.

8.4 Number of Prizes/Winners:

By entering the Contest, each entrant acknowledges that the Administrator shall not be required under any circumstances to award more prizes than the number of available prizes, as set out in these Contest Rules. In the event that, for any reason whatsoever (including, without limitation, as a result of an error, malfunction or defect in the design, advertising, management, implementation or administration of the Contest, whether mechanical, electronic, human or otherwise) the number of declared winners or the number of prizes claimed by entrants is greater than the number of prizes available, the Administrator reserves the right, in its sole and absolute discretion, to end the Contest in whole or in part, without notice, subject only to the prior approval of the Régie des alcools, des courses et des jeux, if required, in respect of the Province of Quebec, and to award the correct number of prizes among the correct number of winners, selected in accordance with these Contest Rules from among those eligible entries validly submitted prior to the termination of the Contest.

8.5 Other Changes to Contest Rules:

Without limiting the provisions of Rule 8.4 above, the Administrator reserves the right, in its sole and absolute discretion, to modify, cancel, terminate or suspend the Contest, in whole or in part, in the event of any cause or circumstance, including, without limitation, any virus, computer bug or unauthorized human intervention or any other cause that is beyond the control of the Administrator, that could corrupt or affect the administration, security, impartiality or normal course of the Contest, subject to, in respect of the Province of Quebec, the approval of the Régie des alcools, des courses et des jeux du Québec.

8.6 Release and Exclusion of Liability:

By the Entrants: By entering or attempting to enter the Contest, each entrant and/or purported entrant agrees: (i) to release, discharge, and forever hold harmless the Contest Group and their shareholders from any and all claims, actions, damages, demands, manner of actions, causes of action, suits, debts, duties, accounts, bonds, covenants, warranties, indemnities, claims over, contracts and liabilities of whatever nature or kind arising out of, or in connection with the entrant's participation or attempted participation in the Contest, compliance or non-compliance with these Contest Rules and acceptance and use of the prize; and (ii) if selected as a potential winner, to sign the declaration and release documentation (see Rule 8.1) in this regard before receiving his/her prize. The Contest Group and their shareholders will not be responsible for lost, incomplete, late or misdirected entries or for any failure of the Contest website, if applicable, during the Contest Period, or for any technical malfunction or other problems with, any telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software or for any technical problems or traffic congestion on the Internet or at any website, or any combination of the foregoing, and will not be liable for any resulting death, injury or damage to any person or property arising from, or relating to, that person's or any other person's participation or attempted participation in the Contest. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and, should such an attempt be made, the Administrator reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

8.7 Name/Image of Winners:

By entering the Contest, each winner authorizes the Administrator and its advertising and promotional agencies and their respective employees or other representatives to broadcast, publish and otherwise use his or her name, photograph, image, statements regarding the Contest or any prize, place of residence and (or) voice for publicity purposes, without any form of remuneration.

8.8 Dispute – Québec Residents:

Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for resolution. Disputes about the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

8.9 Personal Information:

Unless the entrant has otherwise authorized the Administrator or another entity related to the Contest to contact him or her, the personal information gathered about entrants in connection with this Contest will be used solely for the administration of the Contest and no communication unrelated to the Contest, commercial or otherwise, will be sent to the entrant by the Administrator, as laid out by the policy for the protection of privacy. 8.10 Identity of the Entrant: For the purposes of these Contest Rules, the entrant is the person who is the holder of the email account submitted in the entry form. It is to this individual that the prize will be awarded if selected and declared as the winner.